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Publication

# **(CBC) RESEARCH** *Report*



No. [24]

THE PERFORMANCE OF CBC ENGLISH  
TV NETWORK PROGRAMS:

FALL-WINTER SEASON 1971-72

WEEKLY REPORTS:  
SEPT. 10, 1971 - APRIL 27, 1972





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# THE PERFORMANCE OF CBC ENGLISH TV NETWORK PROGRAMS

FALL-WINTER 1971-1972

This file contains weekly reports on the audience performance of CBC-TV English (and CTV) network programs throughout the 1971-72 fall-winter season - primarily on the basis of information in the form of their audience and on the extent to which these programs were actually enjoyed, or otherwise appreciated, by those who watched them.

The source of this information is the CBC English TV Network Audience Panel. This is a continuing series of respondents selected, on a probability sampling basis, to be representative of all persons in Canada, with television sets in the age of 15 and over English-speaking - i.e., those who have access to television at home in English - including only residents of those predominantly French-speaking areas of the country of Quebec outside Montreal. Special attention is given to the extent to which these respondents agree that they did not watch the programs that were or had been dropped from the network this past year.

In assessing the degree of any respondents' biasing on the whole, the 1971-72 CBC English TV Network Audience Panel, the results of which are presented in this report, are considered to be reasonably 'random', a proportion of all panel members being selected and a non-probability sample drawn as a representative cross-section. Over this past 1971-72 fall-winter season, the panel consisted of approximately 10,000 persons, from mid-November through to the end of April, in the course of which collected information on viewing, as well as on individual viewers' opinions, from a total sample of over 10,000 respondents. A size of such a sample is generally considered to be adequate.

No. [24]

## THE PERFORMANCE OF CBC ENGLISH TV NETWORK PROGRAMS:

FALL-WINTER SEASON 1971-72

WEEKLY REPORTS:  
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A CBC RESEARCH REPORT

THE AUDIENCE PERFORMANCE OF CBC ENGLISH TV NETWORK PROGRAMS:

FALL-WINTER 1971-1972

This file contains weekly reports on the audience performance of CBC-TV English (and CTV) network programs throughout the 1971-72 fall-winter season - primarily on the weekly fluctuations in the size of their audiences and on the extent to which these programs were actually enjoyed, or otherwise appreciated, by those who watched them.

The source of this information is the CBC English TV Network Audience Panel. This is a continuing panel of respondents selected, on a probability sampling basis, to be representative of all persons in Canada, with television, over the age of 11, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. Panel members provide daily records of the programs they have or have not seen that day and also indicate the extent to which they have enjoyed those programs they have seen.

To minimize the danger of any respondent remaining on the panel too long and of his reactions thereby becoming biased, the entire panel is systematically 'rotated', a proportion of all panel members being retired and a new probability sub-sample drawn as a replacement each week. Over this past 1971-72 fall-winter season, the panel covered 34 consecutive weeks of programming, from mid-September through to the end of April, in the course of which audience information was obtained, on about 4,000 individual network broadcasts, from a total sample of over 12,000 respondents. A single week's sample averaged about 2,400.

These weekly reports are essentially general summaries of program performance and hence deal mainly with the reactions of the audience or potential audience as a whole to each program as a whole. The panel is also, however, the source of more detailed information required for programming, sales and other purposes. This relates mainly to (a) the reactions of different demographic segments of the viewing public and of different 'types' of viewers to the various programs available to them, (b) audience reactions to particular parts and aspects of programs and program series, including reactions to individual performers, (c) broad patterns of viewing behaviour as revealed, for example, by reach-frequency and cumulative audience analyses, and (d) long-term trends in program and overall network performance. This information is separately reported, periodically and/or as required.

Further technical information on these panel surveys is available on request.

THE NATIONAL COMMISSION ON THE STATUS OF WOMEN

1954-1955

The Commission was organized in the early part of 1954 to study the status of women in the United States. It was composed of representatives from various fields of activity, including education, industry, government, and the professions. The Commission held numerous public hearings and received many suggestions from women and men alike. It also conducted extensive research into the various problems facing women in the United States.

The Commission's report, "The Status of Women in the United States," was published in 1955. It contained a detailed analysis of the various problems facing women in the United States, including discrimination in employment, unequal pay, and lack of opportunities for advancement. The report also contained many suggestions for the improvement of the status of women in the United States. The Commission's report was widely read and discussed, and it played a major role in the development of the Equal Rights Amendment.

The Commission's report was a landmark document in the history of the women's movement in the United States. It was the first time that a government body had conducted a comprehensive study of the status of women in the United States. The report's findings were widely accepted, and it provided a solid basis for the development of the Equal Rights Amendment. The Commission's report also played a major role in the development of the Women's Bureau, which was established in 1955.

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# A CBC RESEARCH REPORT

TV/71/36

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 10 - 16, 1971

### INTRODUCTION

This is the first weekly report from the new 1971-72 audience panel operation. It covers the period September 10-16 when many programs in the new fall-winter schedule were having their first showing of the season. As experience has shown, many of these initial audience reactions to network series will almost certainly undergo some change as the season progresses, particularly as the competitive situation becomes more stabilized; these initial reactions should not therefore be taken as necessarily predictive.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only those residents of predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', one-twelfth of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of adults and teenagers in the country who actually watch these programs.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: SEPTEMBER 10-16, 1971

| PROGRAM                                       | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| FLIP WILSON                                   | Sun. 8:00- 9:00           | 36                  | 87                    |
| CAROL BURNETT                                 | Tue. 8:30- 9:30           | 33                  | 82                    |
| THE WONDERFUL WORLD OF DISNEY                 | Sun. 6:00- 7:00           | 29                  | 87                    |
| THE PARTRIDGE FAMILY                          | Mon. 8:00- 8:30           | 26                  | 79                    |
| ROWAN AND MARTIN                              | Fri. 8:00- 9:00           | 25                  | 71                    |
| MARY TYLER MOORE                              | Tue. 8:00- 8:30           | 22                  | 74                    |
| O'HARA, UNITED STATES TREASURY                | Thu. 8:00- 9:00           | 21                  | 75                    |
| TOMMY HUNTER (Repeat)                         | Fri. 9:00-10:00           | 21                  | 79                    |
| CANNON  | Mon. 8:30- 9:30           | 20                  | 75                    |
| EXPOS BASEBALL                                | Wed. 7:30- 9:30           | 18                  | 80                    |
| THE ROVERS                                    | Sun. 7:00- 7:30           | 18                  | 65                    |
| BILL COSBY (Repeat)                           | Sun. 7:30- 8:00           | 18                  | 71                    |
| 'FIRING SQUAD' (drama)                        | Sun. 9:00-10:00           | 17                  | 62                    |
| CBC NATIONAL NEWS                             | S-S 11:00-11:21           | 15                  | 80                    |
| THIS IS THE LAW                               | Mon. 9:30-10:00           | 14                  | 76                    |
| + FOOTBALL - CFL (Ottawa at Montreal)         | Sat. 8:00-10:41           | 13                  | 76                    |
| TELESCOPE (TV Commercials)                    | Tue. 9:30-10:00           | 12                  | 72                    |
| 'ATONEMENT' (NFB - Canadian Wildlife Service) | Sun. 10:00-11:00          | 12                  | 85                    |
| EDGE OF NIGHT                                 | M-F 3:30- 4:00            | 11                  | 86                    |
| ≠ FOOTBALL - CFL (Edmonton at Winnipeg)       | Sat. 8:30- 10:30          | 10                  | 78                    |
| THIS LAND (Repeat)                            | Wed. 10:00-11:00          | 8                   | 81                    |
| MAJOR LEAGUE BASEBALL                         | Sat. 2:00- 4:22           | 7                   | 79                    |
| TUESDAY NIGHT (Conflict in Ireland)           | Tue. 10:00-11:00          | 7                   | 74                    |
| THE GALLOPING GOURMET (Repeat)                | Fri. 4:00- 4:30           | 7                   | 71                    |
| SUZUKI ON SCIENCE                             | Mon. 10:00-10:30          | 5                   | 52                    |
| PAUL BERNARD PSYCHIATRIST                     | M-Th 4:00- 4:30           | 5                   | 51                    |
| COUNTRY CANADA                                | Sun. 1:30- 2:00           | 4                   | 73                    |
| TAKE THIRTY                                   | M-F 3:00- 3:30            | 4                   | 74                    |
| MUSIC TO SEE                                  | Sun. 5:00- 5:30           | 2                   | \$                    |

+ Eastern network only

≠ Western network only

\$ Sample too small for reliable reporting of enjoyment level



## THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

## PROGRAM NOTES

- The biggest adult-teenage audiences this week, each topping the 30 per cent mark, went to the 'Flip Wilson' and 'Carol Burnett' comedy shows - the former in its first season on Canadian network television, the latter in its fifth and this year returning to the CBC after a two season run on the CTV network. In the Sunday 8:00-9:00 pm slot formerly occupied by the 'Ed Sullivan' show, FLIP WILSON drew a national audience of 36 per cent - substantially bigger than last season's average 'Sullivan' audience (27 per cent) and in fact some 4 percentage points bigger than the peak audience attracted to a program in the 1970-71 'Sullivan' series. Indeed, of all the U.S. imports carried on a regular basis by the CBC network last year, only one - the early Sunday evening 'Walt Disney' program - ever surpassed the 36 per cent audience level reached by this week's 'Flip Wilson' opener. In the common CBC-CTV reception area, the CBC took a decisive lead over the CTV network during the Sunday 8:00-9:00 pm period. The CTV's 'Mod Squad' (7:30-8:30 pm) drew a much smaller audience this week than it normally attracted last season (on Tuesdays at 7:30 pm) and was outrated by 'Flip Wilson' in a 5:2 ratio, while the new ABC situation comedy 'Shirley's World' that occupies the CTV 8:30-9:00 pm slot was outdrawn by the CBC show in an audience ratio of about 7:1. The opening 'Flip Wilson' program was received with a great deal of enthusiasm by its audience, index of enjoyment a remarkably high 87.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 10 - 16, 1971

| PROGRAM                                     | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>           |                           |                     |                       |
| NATIONAL SHOW JUMPING CHAMPIONSHIPS         | Sun. 2:30- 4:14           | 7                   | 83                    |
| PIFFLE AND COMPANY (Repeat)                 | Sun. 5:30- 6:00           | 5                   | 45                    |
| ELWOOD GLOVER'S LUNCHEON DATE               | M-F 12:00- 1:00           | 4                   | 75                    |
| IN THE MOOD                                 | Thu. 9:00- 9:30           | 4                   | 72                    |
| THE GALLOPING GOURMET                       | M-Th 2:00- 2:30           | 3                   | 74                    |
| VIEWPOINT                                   | M-F 11:22-11:29           | 3                   | 80                    |
| ENCOUNTER                                   | Thu. 10:30-11:00          | 3                   | \$                    |
| * KLAHANIE                                  | Sat. 1:30- 2:00           | 3                   | 78                    |
| SPORTS WEEK                                 | Sat. 4:24- 4:58           | 2                   | \$                    |
| * 'A VISIT OF STATE'                        | Sat. 6:30- 7:00           | 2                   | \$                    |
| PICK AND CHOOSE                             | Sun. 2:00- 2:30           | 2                   | \$                    |
| * UPDATE                                    | Sat. 6:00- 6:30           | 2                   | \$                    |
| WHAT ON EARTH                               | Fri. 2:00- 2:30           | 1                   | \$                    |
| <u>CBC METRONET</u>                         |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY               | Sun. 6:00- 7:00           | 15                  | 87                    |
| BEVERLY HILLBILLIES                         | M-F 5:30- 6:00            | 9                   | 80                    |
| GETTING TOGETHER                            | Thu. 7:30- 8:00           | 7                   | 72                    |
| MONTY PYTHON'S FLYING CIRCUS                | Thu. 9:30-10:00           | 7                   | 60                    |
| JULIA (Repeat)                              | Fri. 7:30- 8:00           | 5                   | 77                    |
| DIANNE                                      | Mon. 7:30- 8:00           | 3                   | 43                    |
| DOOMWATCH                                   | Fri. 10:00-11:00          | 2                   | \$                    |
| 55 NORTH MAPLE                              | F-W 1:30- 2:00            | 1                   | \$                    |
| 'ONE MORE TIME'                             | Thu. 1:30- 2:00           | 1                   | \$                    |
| <u>CTV NETWORK</u>                          |                           |                     |                       |
| IRONSIDE                                    | Mon. 9:30-11:30           | 18                  | 85                    |
| DEAN MARTIN                                 | Thu. 8:30- 9:30           | 17                  | 76                    |
| MARCUS WELBY, M.D.                          | Tue. 8:00- 9:00           | 16                  | 84                    |
| MEDICAL CENTER                              | Mon. 7:30- 8:30           | 15                  | 77                    |
| F.B.I.                                      | Fri. 10:00-11:00          | 14                  | 80                    |
| ALIAS SMITH AND JONES                       | Fri. 7:00- 8:00           | 14                  | 84                    |
| THE PERSUADERS                              | Tue. 10:00-11:00          | 14                  | 76                    |
| + FUNNY FACE                                | Thu. 7:00- 7:30           | 13                  | 68                    |
| + ACADEMY PERFORMANCE ('War Lord')          | Sat. 8:00-10:00           | 13                  | 70                    |
| FRIDAY NIGHT MOVIE ('It Started In Naples') | Fri. 8:00-10:00           | 13                  | 73                    |
| MOD SQUAD                                   | Sun. 7:30- 8:30           | 12                  | 83                    |
| THE BOLD ONES                               | Thu. 10:00-11:00          | 11                  | 83                    |
| NICHOLS                                     | Mon. 8:30- 9:30           | 11                  | 71                    |
| + DORIS DAY                                 | Mon. 7:00- 7:30           | 9                   | 70                    |
| LONGSTREET                                  | Thu. 7:30- 8:30           | 9                   | 78                    |
| IAN TYSON                                   | Tue. 9:30-10:00           | 8                   | 69                    |
| CTV NATIONAL NEWS                           | S-S 11:00-11:18           | 7                   | 77                    |
| FAMILY AFFAIR (Repeat)                      | Sat. 7:00- 7:30           | 7                   | 74                    |
| FOOTBALL - CFL (Winnipeg at Calgary)        | Wed. 8:00-10:30           | 7                   | 77                    |
| UNTAMED WORLD                               | Sun. 5:00- 5:30           | 7                   | 85                    |
| HERE COME THE SEVENTIES                     | Thu. 9:30-10:00           | 6                   | 75                    |
| * WIDE WORLD OF SPORTS                      | Sat. 4:30- 6:00           | 6                   | 77                    |
| FOOTBALL - CFL (Calgary at Vancouver)       | Sun. 2:00- 4:30           | 5                   | 82                    |
| FOOTBALL - CFL (Hamilton at Toronto)        | Sun. 2:00- 4:42           | 4                   | 79                    |
| SHIRLEY'S WORLD                             | Sun. 8:30- 9:00           | 4                   | 62                    |
| ANOTHER WORLD                               | Tu-F 3:00- 3:30           | 4                   | 78                    |
| 'CIVIL WAR IN PAKISTAN'                     | Sun. 9:00-10:00           | 4                   | 74                    |
| TROUBLE WITH TRACY (Repeat)                 | Fri. 3:30- 4:00           | 4                   | 62                    |
| ANYTHING YOU CAN DO                         | M-Th 3:30- 4:00           | 3                   | 75                    |
| STORY THEATRE                               | Sun. 7:00- 7:30           | 3                   | \$                    |
| FAMOUS JURY TRIALS                          | Fri. 2:30- 3:00           | 3                   | \$                    |
| MAN TRAP                                    | M-Th 2:30- 3:00           | 2                   | 70                    |
| + SPORTS BEAT '71                           | Wed. 10:30-11:00          | 2                   | \$                    |

\* RE-scheduled in some areas

† Pre-empted in some areas ( in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations.

‡ Broadcast time 11:30-11:50 pm on Monday

□ Western network only

△ Eastern network only

\$ Sample too small for reliable reporting of enjoyment level.



- . On Tuesday, 8:30-9:30 pm, the CAROL BURNETT SHOW made its first appearance on the CBC network since the 1968-69 season. It drew a national audience of 33 per cent and, in the common CBC-CTV reception area, had a substantial audience advantage over the opposing 'Marcus Welby' (ratio about 3:2). This opening 'Burnett' program was also very well received by the great majority of those who watched it, index of audience enjoyment 82.
- . Three other CBC network shows reached or topped the 25 per cent audience level this week. Returning for its sixth season on the network in the Sunday 6:00-7:00 pm slot, THE WONDERFUL WORLD OF DISNEY attracted a 29 per cent audience across the country - substantially smaller than audiences attracted to the series last season during the peak viewing winter months but still representing a big network audience for this time of year. Characteristic of 'Disney' programs in general, this week's 'Ida, the Offbeat Eagle' was very much enjoyed by those who watched, index a peak 87.
- . Making its new season debut on Monday at 8:00-8:30 pm, THE PARTRIDGE FAMILY this week drew a 26 per cent audience - several percentage points smaller than audiences recorded for the series in the early weeks of last season when it ran in the same Monday evening slot. This year, however, 'Partridge Family' appears to be up against much tougher CTV competition: currently it runs directly against the final half-hour of the popular CBS-produced drama 'Medical Center'; at this time last year it ran against the relatively low-audience-appeal country music show 'Nashville North'. In those parts of the country where both CBC and CTV network stations are available, 'The Partridge Family' still maintained the audience advantage over the CTV network but the 3:1 ratio by which the series formerly out-rated 'Nashville North' was on this occasion reduced to about 4:3. Those who watched this week's first 'Partridge Family' show of the season much enjoyed it, the index of 79 about equalling the enjoyment level maintained by the series during the 1970-71 season.
- . Beginning its third season on the CBC network, ROWAN AND MARTIN, at 8:00-9:00 pm Friday, drew a national audience of 25 per cent - some 7 percentage points below the audience level reached by last season's 'Laugh-In' debut and slightly below the 1970-71 season's average audience level of 28 per cent. In the common CBC-CTV reception area however, 'Rowan and Martin' still proved a considerably stronger audience attraction than the 'CTV's Friday Night Movie', the ratio between the audiences being 3:2 in the CBC's favour. Although the majority of this week's 'Laugh-In' viewers were not highly enthusiastic about the program, the index of audience enjoyment of 71 was somewhat above the series' rather low 1970-71 enjoyment norm of 66.
- . Among the newcomers to the CBC network this season is the CBS-produced situation comedy MARY TYLER MOORE. Running in the Tuesday 8:00-8:30 pm slot occupied last season by 'Red Skelton',

TABLE 3.

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 10-16, 1971

| DAY         | TIME<br>(Eastern, pm) | CBC PROGRAM                            |  | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS |  | CTV PROGRAM             |  |
|-------------|-----------------------|--|--|--|--|-------------------------|--|
| FRI<br>10TH | 7:00- 7:30            | Local Programming                      |  | 16   | ALIAS SMITH AND JONES                            |                         |  |
|             | 7:30- 8:00            | Metronet Only                          |  |  |  |                         |  |
|             | 8:00- 8:30            | ROWAN AND MARTIN                       |  | 23   | FRIDAY NIGHT MOVIE<br>( 'It Started In Naples' ) |                         |  |
|             | 8:30- 9:00            |  |  |  |  |                         |  |
|             | 9:00- 9:30            | TOMMY HUNTER                           |  | 17   |  |                         |  |
|             | 9:30-10:00            |  |  |  |  |                         |  |
|             | 10:00-10:30           |  |  | 16   | F.B.I.   |                         |  |
| 10:30-11:00 | Metronet Only         |  |  |  |  |                         |  |
| SUN<br>12TH | 7:00- 7:30            | THE ROVERS                             |  | 17   | 3  | STORY THEATRE           |  |
|             | 7:30- 8:00            | BILL COSBY                             |  | 16   | 14   | MOD SQUAD               |  |
|             | 8:00- 8:30            | FLIP WILSON                            |  | 35   |  |                         |  |
|             | 8:30- 9:00            |  |  |  | 5  | SHIRLEY'S WORLD         |  |
|             | 9:00- 9:30            | 'FIRING SQUAD'                         |  | 15   | 5  | 'CIVIL WAR IN PAKISTAN' |  |
|             | 9:30-10:00            |  |  |  |  |                         |  |
|             | 10:00-10:30           | 'ATONEMENT'                            |  | 11   | #  | MANNIX                  |  |
| MON<br>13TH | 7:00- 7:30            | Local Programming                      |  | 10   |  | +DORIS DAY              |  |
|             | 7:30- 8:00            | Metronet Only                          |  | 17   |  | MEDICAL CENTER          |  |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY                   |  |  |  |                         |  |
|             | 8:30- 9:00            | CANNON                                 |  | 19   | 12   | NICHOLS                 |  |
|             | 9:00- 9:30            |  |  |  | 21   | ✓IRONSIDE               |  |
|             | 9:30-10:00            | THIS IS THE LAW                        |  | 12   |  |                         |  |
|             | 10:00-10:30           | SUZUKI ON SCIENCE                      |  | 4  |  |                         |  |
|             | 10:30-11:00           | INTERVIEW                              |  | #  |  |                         |  |
| TUE<br>14TH | 7:00- 7:30            | Local Programming                      |  | Not Complete Network                           |  |                         |  |
|             | 7:30- 8:00            |  |  |  |  |                         |  |
|             | 8:00- 8:30            | MARY TYLER MOORE                       |  | 21   | 19   | MARCUS WELBY, M.D.      |  |
|             | 8:30- 9:00            | CAROL BURNETT                          |  | 31   |  |                         |  |
|             | 9:00- 9:30            |  |  | Not Complete Network                           |  |                         |  |
|             | 9:30-10:00            | TELESCOPE                              |  | 11   | 9  | IAN TYSON               |  |
|             | 10:00-10:30           | TUESDAY NIGHT (Conflict in<br>Ireland) |  | 7  | 16   | THE PERSUADERS          |  |
| 10:30-11:00 |                       |  |  |  |  |                         |  |
| THU<br>16TH | 7:00- 7:30            | Local Programming                      |  | 14   |  | +FUNNY FACE             |  |
|             | 7:30- 8:00            | Metronet Only                          |  | 10   |  | LONGSTREET              |  |
|             | 8:00- 8:30            | O'HARA, UNITED STATES TREASURY         |  |  |  |                         |  |
|             | 8:30- 9:00            |  |  |  | 10   | DEAN MARTIN             |  |
|             | 9:00- 9:30            | Not Complete Network                   |  | 7  | 12   | THE BOLD ONES           |  |
|             | 9:30-10:00            |  |  |  |  |                         |  |
|             | 10:00-10:30           |  |  |  |  |                         |  |
| 10:30-11:00 |                       |  |  |  |  |                         |  |
| S-S         | 11:00-11:20           | CBC NEWS                               |  | 14   | 9  | *CTV NEWS               |  |

\* Broadcast time 9:30-11:30 pm

\* Broadcast time 11:30-11:50 pm on Monday

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evening this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Saturday and Wednesday data in this table.



the premiere show this week drew a fairly substantial 22 per cent audience across the country. The 1970-71 'Skelton' series maintained a slightly bigger audience of about 25 per cent and in the early weeks of the season drew even larger audiences of 28 per cent. In the common CBC-CTV reception area where Miss Moore's show runs directly against the first half-hour of CTV's 'Marcus Welby, M.D.', the two opposing programs this week shared audience about equally. The index of audience enjoyment recorded for 'The Mary Tyler Moore' debut was 74, about average for network situation comedies as a whole.

- . Thursday evening marked the CBC debut of two new U.S.-produced series. O'HARA, UNITED STATES TREASURY, the new CBS network crime drama starring David Janssen, on the full CBC network at 8:00-9:00 pm, had an opening night audience of 21 per cent - only about two-thirds as big as audiences that were attracted to 'The Interns' when it ran in this same Thursday slot last season. In the common CBC-CTV reception area, 'O'Hara' ran against the final half-hour of CTV's new 'Longstreet' series and the first half-hour of the returning 'Dean Martin' show. With 'Longstreet', a drama starring James Franciscus as a blind insurance investigator, proving much weaker competition than 'Dean Martin', 'O'Hara' outrated the drama in an audience ratio of about 2:1, but shared audience equally with the 'Martin' variety show. Those who watched the 'O'Hara, United States Treasury' opener quite enjoyed it, index of audience enjoyment 75.
- . Immediately preceding 'O'Hara', at 7:30-8:00 pm on Thursday, the Bobby Sherman show GETTING TOGETHER made its debut appearance on CBC metronet stations. The audience was 7 per cent at the national level, 9 per cent within the metronet area where the program is fully available. While indications are that the majority of those teenagers who watched the opening show very much enjoyed it, adult reaction was much less enthusiastic. The resultant index of audience enjoyment for the adult-teenage audience as a whole was a moderately favourable 72.
- . Thursday evening (9:00-9:30 pm) also saw the debut on the metronet and some CBC affiliated stations of the new CBC-produced band music show IN THE MOOD. Hosted by Jack Duffy, the series began with a program devoted to the sound of Glenn Miller and featured Tex Beneke and 'Paula Kelly and The Modernaires'. Viewing was 4 per cent at the national level, 6 per cent within the metronet coverage area where the program is fully available. This is just marginally below the viewing level attained early last season by the 'Theatre Canada' series in this same Thursday slot. In those areas where both a CBC metronet and a CTV network station are available this first 'In The Mood' show was heavily outrated (ratio about 3:1) by the opposing CTV program 'Dean Martin'. 'In The Mood' went over quite well with those adults who watched it, the index of audience enjoyment for all viewers aged 18 or over being 75. (For the adult-teenage audience as a whole, the index was 72.)

Later on Thursday evening (9:30-10:00 pm) on the CBC metronet, MONTY PYTHON'S FLYING CIRCUS, which recently returned to the network for a six-week run, drew a 7 per cent audience at the national level representing a 9 per cent metronet station audience. This is slightly bigger than the 5 per cent national, 7 per cent metronet station audience that 'Flying Circus' maintained throughout its initial run on the network last season when it occupied the Thursday at 10:00 pm slot. In those areas of the country where both a CBC metronet and a CTV station are available, 'Monty Python' this week ran directly against the CTV public affairs show 'Here Come The Seventies' - much less formidable competition than 'Mannix' which 'Flying Circus' opposed throughout last season. Thus, rather than being heavily outrated as it normally was by 'Mannix', 'Monty Python' this week held a slight audience advantage over its CTV opposition. While some 40 per cent of those who watched this week's 'Monty Python' very much enjoyed it, the reaction of the audience as a whole was not at all enthusiastic - overall index of enjoyment 60.

Following 'The Partridge Family' on Monday at 8:30-9:30 pm, the initial program in the CBS-produced crime drama series CANNON drew a CBC network audience of 20 per cent - slightly smaller than the average 24 per cent audience that 'Front Page Challenge' had last year in the 8:30-9:00 pm slot immediately following 'Partridge Family'. The program on the CTV network in opposition to 'Cannon' is 'Nichols', another new adventure series, this one an NBC production starring James Garner. In those areas of the country where both these programs were available, considerably more people chose to watch 'Cannon' than 'Nichols' on this first occasion (audience ratio about 3:2). Like most other new American imports on the CBC network, 'Cannon' went over well with the majority of its viewers, index of enjoyment 75.

Sunday evening (7:00-7:30 pm) saw the full network debut of the Australia-produced family adventure series THE ROVERS. The audience to the opening program, at 18 per cent, was about equal in size to that attracted to 'Adventures In Rainbow Country' when it first appeared in the Sunday 7:00-7:30 pm slot last season and, in the common CBC-CTV reception area, 'The Rovers' this week heavily outdrew (ratio about 6 to 1) the debut of the opposing CTV series 'Story Theatre'. Overall audience reaction to 'The Rovers' was, however, not too enthusiastic, its index of enjoyment being a rather low 65. Though teenage reaction was somewhat more favourable, the index for that segment of the audience was still only a moderately favourable 72.

The 'Sunday At Nine' series (9:00-10:00 pm) returned to the network this week with a drama entitled THE FIRING SQUAD. Based on a story by Colin McDougall, the play concerns a Canadian army captain in the Second World War, assigned to command a firing squad for the execution of a private involved in the death of a military policeman. Starring were Keir Dullea and Lloyd Bochner. Despite the specially big lead-in



audience provided by the 'Flip Wilson' show, the 17 per cent audience to 'Firing Squad' was several percentage points smaller than audiences to most 'Sunday At Nine' drama presentations last season. However, within the common CBC-CTV reception area, 'The Firing Squad' had a substantial 3 to 1 audience advantage over the opposing CTV special on the civil war in Pakistan. 'Firing Squad' rated an index of audience enjoyment of 62.

- . Following this at 10:00-11:00 pm on Sunday, the network carried ATONEMENT, a National Film Board documentary on the work of the Canadian Wildlife Service. As with most nature and wildlife specials, this NFB program was highly acclaimed by the great majority of those who watched it, many viewers clearly being much impressed by the Wildlife Service's efforts to prevent various threatened wildlife species from becoming extinct. The index of enjoyment for the audience as a whole was a specially high 85, the 12 per cent national audience, representing some 1.4 million adult and teenage viewers, about normal for the CBC 10-11 pm Sunday evening slot.
- . Immediately following the 'Carol Burnett' show on Tuesday, 'TELESCOPE' returned to the network in its new 9:30-10:00 pm slot with a behind-the-scenes look at the world of television advertising. 'But First This Message' attracted a 12 per cent national audience - the same size of audience normally reached by the series last season when it ran one hour earlier on Tuesdays - and, in the CBC-CTV common area, shared audience about equally with the CTV-produced 'Ian Tyson Show' (formerly 'Nashville North'). Overall audience reaction to this 'Telescope' opener was only moderately favourable, index of audience enjoyment 72.
- . Then at 10:00-11:00 pm, a documentary on the present day troubles in Ireland, 'Sleepy Grass', marked the return this week of the current affairs TUESDAY NIGHT series. At 7 per cent the national audience was about the same size as the audience to the opening program in last season's 'Tuesday Night' series - also a documentary on the conflict in Ireland, that one entitled 'The Green, the Orange and the White'. This week's documentary, however, was much the more enjoyed of the two programs, the audience enjoyment index for 'Sleepy Grass' being 74, that for 'The Green, the Orange and the White' just 63. In the common CBC-CTV reception area, this week's 'Tuesday Night' ran against the CTV network's debut showing of 'The Persuaders', a British adventure series starring Tony Curtis and Roger Moore; the CBC program was outrated in an audience ratio of more than 2:1.
- . THIS IS THE LAW, the CBC-produced panel show that ran throughout the summer months in the Monday 8:30-9:00 pm slot, this week made its final appearance of the season. Telecast one hour later than usual at 9:30 pm on Monday, the program attracted a 14 per cent audience across the country. Indications are that this is several percentage

points below the viewing level previously reached by the series in its 8:30 pm slot. Also this week, the CBC program ran against specially strong competition in the form of a special two-hour movie based on the 'Ironside' TV series on CTV stations and a 'Bob Hope' comedy special on some U.S. network stations. Those who did watch 'This Is The Law' this week much enjoyed it, the index of audience enjoyment (/6) being just a few index points short of the enjoyment level normally maintained by the CBC's fall-winter season panel show 'Front Page Challenge'.

- . Finally, this week saw the debut of a new Canadian-produced weekday drama series PAUL BERNARD-PSYCHIATRIST (4:00-4:30 pm on the full network) featuring Chris Wiggins in the title role. The series this week drew a daily audience averaging 5 per cent - several percentage points smaller than the average day audience maintained in this slot last season by 'The Galloping Gourmet' and incidentally also much smaller than this week's audience to 'Edge of Night', the drama series that immediately precedes 'Bernard' at 3:30 pm (average day audience this week 11 per cent). Nor was the 'Paul Bernard' series at all well received by those who watched it, the index of audience enjoyment being a low 51.

CBC Research  
Ottawa



# A CBC RESEARCH REPORT

TV/71/37

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 17 - 23, 1971

### THIS WEEK

This report covers a week when most CBC network regular series were making either their first or second appearance of the season. Special network programming included 'Portugal - A Dream of Empire', a CBC news report from the United Nations entitled 'The Eve of Change', and live coverage of the Coronation Futurity Stakes and the Quebec Derby. Due to insufficient advance notice of scheduling no audience information is available on the U.N. broadcast. Nor is audience data available for 'No, That's Me Over Here', a British comedy series which this week ran in the Thursday 10:00-10:30 pm slot on CBC metronet stations but which will move to the full network, Wednesday 8:30 pm slot on October 6.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: SEPTEMBER 17 - 23, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| FLIP WILSON                                     | Sun. 8:00- 9:00           | 35                  | 81                    |
| CAROL BURNETT                                   | Tue. 8:30- 9:30           | 32                  | 82                    |
| THE WONDERFUL WORLD OF DISNEY                   | Sun. 6:00- 7:00           | 30                  | 85                    |
| THE WAYNE AND SHUSTER COMEDY SPECIAL            | Sun. 9:00-10:00           | 28                  | 71                    |
| THE PARTRIDGE FAMILY                            | Mon. 8:00- 8:30           | 26                  | 79                    |
| CANNON  | Mon. 8:30- 9:30           | 23                  | 76                    |
| ROWAN AND MARTIN                                | Fri. 8:00- 9:00           | 23                  | 68                    |
| MARY TYLER MOORE                                | Tue. 8:00- 8:30           | 22                  | 77                    |
| TOMMY HUNTER (Repeat)                           | Fri. 9:00-10:00           | 21                  | 80                    |
| THE ROVERS                                      | Sun. 7:00- 7:30           | 21                  | 70                    |
| O'HARA, UNITED STATES TREASURY                  | Thu. 8:00- 9:00           | 20                  | 75                    |
| JIMMY STEWART                                   | Sun. 7:30- 8:00           | 20                  | 74                    |
| FRONT PAGE CHALLENGE                            | Mon. 9:30-10:00           | 20                  | 81                    |
| CBC NATIONAL NEWS                               | S-S 11:00-11:21           | 15                  | 80                    |
| EXPOS BASEBALL                                  | Wed. 8:00-10:55           | 14                  | 78                    |
| EDGE OF NIGHT                                   | M-F 3:30- 4:00            | 11                  | 89                    |
| TELESCOPE (Profile of comedian David Steinberg) | Tue. 9:30-10:00           | 10                  | 59                    |
| □ FOOTBALL - CFL (Regina at Edmonton)           | Sat. 8:00-10:28           | 10                  | 78                    |
| 'PORTUGAL - A DREAM OF EMPIRE'                  | Sun. 10:00-11:00          | 9                   | 71                    |
| △ FOOTBALL - CFL (Montreal at Hamilton)         | Sat. 8:00-10:29           | 9                   | 79                    |
| TUESDAY NIGHT ('Hello From Niagara Falls')      | Tue. 10:00-11:00          | 8                   | 74                    |
| ‡ COUNTRYTIME (Repeat)                          | Sat. 10:30-11:00          | 7                   | 77                    |
| SUZUKI ON SCIENCE                               | Mon. 10:00-10:30          | 6                   | 64                    |
| PAUL BERNARD PSYCHIATRIST                       | M-F 4:00- 4:30            | 5                   | 49                    |
| FOOTBALL - NFL (Washington at St.Louis)         | Sun. 2:00- 4:47           | 5                   | 72                    |
| + CORONATION FUTURITY STAKES                    | Sat. 4:00- 4:58           | 4                   | 84                    |
| TAKE THIRTY                                     | M-F 3:00- 3:30            | 4                   | 76                    |
| QUEBEC DERBY                                    | Sun. 5:00- 5:30           | 3                   | 73                    |
| * COUNTRY CANADA                                | Sun. 1:30- 2:00           | 2                   | \$                    |
| SPORTS WEEK                                     | Sun. 4:48- 4:56           | 1                   | \$                    |

□ Western network only

△ Eastern network only

‡ Pre-empted in some areas

+ Not telecast in the Maritimes

\* Re-scheduled in the West

\$ Sample too small for reliable reporting of enjoyment level.



'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

### PROGRAM NOTES

- The three CBC network programs drawing the biggest audiences again this week were the 'Flip Wilson' and 'Carol Burnett' comedy shows and the early Sunday evening 'Walt Disney' program. In the Sunday 8:00-9:00 pm slot formerly occupied by 'Ed Sullivan', FLIP WILSON drew another very big audience this week - 35 per cent as against last season's average 'Sullivan' audience of 27 per cent - and this despite the presentation at 7:30-9:30 pm on some U.S. stations of the 1967 award-winning film 'Guess Who's Coming to Dinner', the first in the CBS network's new 'Sunday Night Movie' series. Running directly against 'Flip Wilson' on CTV network stations is the final half-hour of 'Mod Squad' and the ABC situation comedy 'Shirley's World', both in their second week of the new season. As was the case last Sunday, the CBC program heavily outdrew both CTV opposing shows, 'Mod Squad' in an audience ratio of about 3:1, 'Shirley's World' by more than 5:1. This week's 'Flip Wilson' program was enthusiastically received by the great majority of those who watched, index of enjoyment on this occasion 81.
- The overall performance of the CAROL BURNETT show (Tuesday, 8:30-9:30 pm) was virtually unchanged this week from last. It drew a 32 per cent national audience and, in the common CBC-CTV reception area, maintained a substantial audience advantage over the opposing 'Marcus Welby' (ratio about 3:2). The index of enjoyment for this week's second 'Burnett' program was another high 82.

TABLE 1

## PERFORMANCE OF CBC METRONET PROGRAMS, CBC

## 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 17 - 23, 1971

| PROGRAM                                     | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>           |                           |                     |                       |
| THE IRISH ROVERS                            | Mon. 7:30- 8:00           | 15                  | 85                    |
| PIFFLE AND COMPANY                          | Sun. 5:30- 6:00           | 5                   | 43                    |
| IN THE MOOD                                 | Thu. 9:00- 9:30           | 5                   | 75                    |
| * KALEIDOSPORT                              | Sat. 2:00- 4:00           | 4                   | 79                    |
| ELWOOD GLOVER'S LUNCHEON DATE               | M-F 12:00- 1:00           | 4                   | 75                    |
| LET'S CALL THE WHOLE THING ORFF             | Sat. 7:00- 7:30           | 3                   | 32                    |
| * KLAHANIE                                  | Sat. 1:30- 2:00           | 3                   | 79                    |
| ENCOUNTER (P.M. Trudeau)                    | Thu. 10:30-11:00          | 3                   | \$                    |
| VIEWPOINT                                   | M-F 11:22-11:29           | 3                   | 76                    |
| THE GALLOPING GOURMET                       | M-F 2:00- 2:30            | 2                   | 74                    |
| TO SEE OURSELVES ('Hands')                  | Thu. 9:30-10:00           | 2                   | \$                    |
| UPDATE                                      | Sat. 6:00- 6:30           | 2                   | \$                    |
| REPLAY                                      | Sat. 6:30- 7:00           | 2                   | \$                    |
| FAMILY COURT                                | M-Th 1:30- 2:00           | 1                   | \$                    |
| SPORTS WEEK                                 | Sun. 4:48- 4:56           | 1                   | \$                    |
| <u>CBC METRONET</u>                         |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY               | Sun. 6:00- 7:00           | 16                  | 85                    |
| DICK VAN DYKE SHOW                          | Fri. 7:30- 8:00           | 9                   | 69                    |
| BEVERLY HILLBILLIES                         | Fri. 5:30- 6:00           | 8                   | 80                    |
| ‡ GET SMART                                 | M-Th 5:30- 6:00           | 8                   | 77                    |
| GETTING TOGETHER                            | Thu. 7:30- 8:00           | 6                   | 73                    |
| * SINGALONG JUBILEE                         | Wed. 7:30- 8:00           | 5                   | 77                    |
| DOOMWATCH                                   | Fri. 10:00-11:00          | 2                   | \$                    |
| 'ONE MORE TIME'                             | Fri. 1:30- 2:00           | 1                   | \$                    |
| <u>CTV NETWORK</u>                          |                           |                     |                       |
| DEAN MARTIN                                 | Thu. 8:30- 9:30           | 18                  | 77                    |
| FOOTBALL-CFL (Calgary at Montreal)          | Wed. 8:00-10:37           | 17                  | 80                    |
| IRONSIDE                                    | Mon. 10:00-11:00          | 17                  | 83                    |
| MARCUS WELBY, M.D.                          | Tue. 8:00- 9:00           | 16                  | 86                    |
| F.B.I.                                      | Fri. 10:00-11:00          | 15                  | 82                    |
| FRIDAY NIGHT MOVIE ('Once Upon a Dead Man') | Fri. 8:00-10:00           | 14                  | 71                    |
| THE PERSUADERS                              | Tue. 10:00-11:00          | 13                  | 79                    |
| MEDICAL CENTER                              | Mon. 7:30- 8:30           | 13                  | 80                    |
| THE BOLD ONES                               | Thu. 10:00-11:00          | 11                  | 86                    |
| △ FOOTBALL-CFL (Toronto at Ottawa)          | Sun. 2:00- 4:42           | 11                  | 83                    |
| MOD SQUAD                                   | Sun. 7:30- 8:30           | 11                  | 86                    |
| + FUNNY FACE                                | Thu. 7:00- 7:30           | 11                  | 70                    |
| LONGSTREET                                  | Thu. 7:30- 8:30           | 11                  | 80                    |
| NICHOLS                                     | Mon. 8:30- 9:30           | 10                  | 72                    |
| + DORIS DAY                                 | Mon. 7:00- 7:30           | 10                  | 73                    |
| +* ACADEMY PERFORMANCE ('Better A Widow')   | Sat. 8:00-10:00           | 10                  | 59                    |
| PIG 'N' WHISTLE                             | Mon. 9:30-10:00           | 9                   | 71                    |
| HERE COME THE 70'S                          | Thu. 9:30-10:00           | 9                   | 81                    |
| UNTAMED WORLD                               | Sun. 5:00- 5:30           | 8                   | 82                    |
| □ FOOTBALL-CFL (Vancouver at Winnipeg)      | Sun. 2:30- 4:30           | 7                   | 84                    |
| ‡ CTV NATIONAL NEWS                         | S-S 11:00-11:18           | 7                   | 77                    |
| ROLLIN' ON THE RIVER                        | Sat. 7:00- 8:00           | 7                   | 59                    |
| IAN TYSON                                   | Tue. 9:30-10:00           | 7                   | 69                    |
| THE PARTNERS                                | Fri. 7:30- 8:00           | 7                   | 77                    |
| WIDE WORLD OF SPORTS                        | Sat. 4:30- 6:00           | 6                   | 82                    |
| SHIRLEY'S WORLD                             | Sun. 8:30- 9:00           | 5                   | 74                    |
| W5  | Sun. 9:00-10:00           | 4                   | 71                    |
| ANOTHER WORLD                               | M-F 3:00- 3:30            | 4                   | 86                    |
| ANYTHING YOU CAN DO                         | M-F 3:30- 4:00            | 3                   | 81                    |
| + SPORTS BEAT '71                           | Wed. 10:39-11:08          | 3                   | \$                    |
| STORY THEATRE                               | Sun. 7:00- 7:30           | 2                   | \$                    |
| MAN TRAP                                    | M-F 2:30- 3:00            | 2                   | 72                    |

\* Re-scheduled in some areas

‡ Partial pre-emption in the West on Wednesday

△ Eastern network only

+ Not carried (on this day and at this time) on all CTV stations.

□ Western network only

‡ Broadcast 11:09-11:29 pm in the East on Wednesday.

\$ Sample too small for reliable reporting of enjoyment level



- . THE WONDERFUL WORLD OF DISNEY (Sunday 6:00-7:00 pm) this week had an adult-teenage audience of 30 per cent - up one percentage point over the week before but still substantially smaller than the audience that the series normally attracts during the peak viewing winter months of the season. Typical of most 'Walt Disney' programs, Sunday's 'Charlie Crowfoot and Coati-Mundi' was very much enjoyed by the majority of those who watched it, index of enjoyment 85.
- . Also among the week's biggest audience attractions was the season's first WAYNE AND SHUSTER COMEDY SPECIAL; at 9:00-10:00 pm Sunday, it drew a national audience of 28 per cent - an audience about equal in size to the average audience recorded for last season's ('Sunday At Nine') Wayne and Shuster specials. This week's show ran directly against the season premiere of the CTV Sunday evening public affairs program 'W5'. In those parts of the country where both CBC and CTV network services are available, the CBC program attracted an audience about five times the size of the audience to 'W5'. As a whole, this week's comedy special was just moderately well received, however, by those who watched it, the index of audience enjoyment being 71 - about equal to the average enjoyment level maintained by last season's W & S shows but somewhat short of the enjoyment indices recorded for most of the 1969-70 season W & S programs (indices 75-76).
- . On Monday evening, 8:00-8:30 pm, THE PARTRIDGE FAMILY drew a national audience of 26 per cent - the same size as the audience to last week's season premiere program but several percentage points smaller than audiences recorded for the series in the early weeks of last season when it ran in the same Monday evening slot. 'Partridge Family' is clearly up against much tougher CTV competition this year than last: it now opposes the final half-hour of 'Medical Center' whereas at this time last year it opposed 'Nashville North'. However, the CBC network still appears to have the stronger attraction with 'Partridge Family' outrating 'Medical Center', in the common CBC-CTV reception area, in an audience ratio of about 4:3 both this week and last. Characteristic of 'Partridge Family' programs in general, this week's show was much enjoyed by those who watched, index of audience enjoyment 79.
- . The only new U.S. import to show a significant audience gain this week was CANNON, the CBS-produced crime drama series running in the Monday, 8:30-9:30 pm slot opposite the CTV network's NBC-produced adventure series 'Nichols'. At the national level, viewing of 'Cannon' rose some 3 percentage points to reach the 23 per cent mark and, within the common CBC-CTV reception area, the series increased its initial week 3:2 audience lead over 'Nichols' to a 2:1 audience advantage this week. 'Cannon' was received with about the same degree of viewer enthusiasm this week as last, the index of audience enjoyment on both occasions being at the fairly high 75-76 level.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 17 - 23, 1971

| DAY         | TIME<br>(Eastern, pm)                                   | CBC PROGRAM                             | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS |                | CTV PROGRAM   |
|-------------|---|---|--|----------------|---|
| FRI<br>17TH | 7:00- 7:30  | Local Programming                       |  | 4              | ROOM 222  |
|             | 7:30- 8:00  | Metronet Only                           |  | 5              | THE PARTNERS  |
|             | 8:00- 8:30  | ROWAN AND MARTIN                        | 21   | 15             | FRIDAY NIGHT MOVIE<br>( <i>'Once Upon A Dead Man'</i> ) |
|             | 8:30- 9:00  |   |  |                |   |
|             | 9:00- 9:30  | TOMMY HUNTER                            | 17   |                |   |
|             | 9:30-10:00  |   |  |                |   |
| 10:00-10:30 | Metronet Only   |   | 17   | F.B.I.         |   |
| 10:30-11:00 |   |   |  |                |   |
| SUN<br>19TH | 7:00- 7:30  | THE BARBERS                             | 19   | 2              | STORY THEATRE   |
|             | 7:30- 8:00  | JIMMY STEWART                           | 19   | 12             | MOD SQUAD   |
|             | 8:00- 8:30  | FLIP WILSON                             | 34   |                | SHIRLEY'S WORLD   |
|             | 8:30- 9:00  |   |  | 4              |   |
|             | 9:00- 9:30  | THE WAYNE AND SHUSTER<br>COMEDY SPECIAL | 26   | 5              | WS  |
|             | 9:30-10:00  |   |  |                |   |
| 10:00-10:30 | 'PORTUGAL-A DREAM OF EMPIRE'                            | 9                                       | #  | MANNIX         |   |
| 10:30-11:00 |   |   |  |                |   |
| MON<br>20TH | 7:00- 7:30  | Local Programming                       |  | 11             | + DORIS DAY   |
|             | 7:30- 8:00  | Metronet Only                           |  | 15             | MEDICAL CENTER  |
|             | 8:00- 8:30  | THE PARTRIDGE FAMILY                    | 23   |                |   |
|             | 8:30- 9:00  | CANNON                                  | 22   | 11             | NICHOLS   |
|             | 9:00- 9:30  |   |  |                |   |
|             | 9:30-10:00  | FRONT PAGE CHALLENGE                    | 18   | 10             | PIG 'N' WHISTLE   |
|             | 10:00-10:30   | SUZUKI ON SCIENCE                       | 5  | 20             | IRONSIDE  |
| 10:30-11:00 | 'THE EVE OF CHANGE' (U.N.)                              | #                                       |  |                |   |
| TUE<br>21ST | 7:00- 7:30  | Local Programming                       |  |                | Not Complete Network                                    |
|             | 7:30- 8:00  |   |  |                |   |
|             | 8:00- 8:30  | MARY TYLER MOORE                        | 20   | 19             | MARCUS WELBY, M.D.                                      |
|             | 8:30- 9:00  | CAROL BURNETT                           | 31   |                |   |
|             | 9:00- 9:30  |   |  |                | Not Complete Network                                    |
|             | 9:30-10:00  | TELESCOPE                               | 9  | 8              | IAN TYSON   |
| 10:00-10:30 | TUESDAY NIGHT ( <i>'Hello From<br/>Niagara Falls'</i> ) | 7                                       | 15   | THE PERSUADERS |   |
| 10:30-11:00 |   |   |  |                |   |
| WED<br>22ND | 8:00- 9:00  | * EXPOS BASEBALL                        | 12   | 20             | FOOTBALL - CFL<br>(Calgary at Montreal)                 |
| 9:00-10:30  |   |   |  |                |   |
| THU<br>23RD | 7:00- 7:30  | Local Programming                       |  | 12             | + FUNNY FACE  |
|             | 7:30- 8:00  | Metronet Only                           |  | 12             | LONGSTREET  |
|             | 8:00- 8:30  | O'HARA, UNITED STATES TREASURY          | 18   |                |   |
|             | 8:30- 9:00  |   |  |                |   |
|             | 9:00- 9:30  |   |  | 21             | DEAN MARTIN   |
|             | 9:30-10:00  |   |  | 13             | HERE COME THE SEVENTIES                                 |
|             | 10:00-10:30   | Not Complete Network                    |  |                |   |
| 10:30-11:00 |   |   |  | THE BOLD ONES  |   |
| S-S         | 11:00-11:29   | CBC NEWS                                | 14   | 4              | * CTV NEWS  |

\* Broadcast time 11:09-11:29 pm in the East on Wednesday

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available

† Broadcast time 8:00-10:55 pm EDT

NOTE: 'Live' (i.e., non-delayed) programming on Saturday evening this week plus the resultant rescheduling of other programs on this evening, prevents the inclusion of Saturday data in this table.

- . The other two new U.S. imports having their second showing of the season on the full CBC network this week were the situation comedy MARY TYLER MOORE and the crime drama O'HARA, UNITED STATES TREASURY. Both these shows (the former on Tuesday at 8:00-8:30 pm, the latter on Thursday 8:00-9:00 pm) drew about the same size of audience as in their initial week on the network with viewing in each case falling within the 20-22 per cent region. The index of audience enjoyment for this week's 'O'Hara', 75, was virtually unchanged from the previous week while that for the 'Moore' show, 77, was some 3 index points over that for the series debut broadcast.
- . Also new to the full network and having its second showing of the season, the Australia-produced family adventure series THE ROVERS (Sunday, 7:00-7:30 pm) this week attracted a 21 per cent audience. This is some 3 percentage points bigger than the audience reached by last week's 'Rovers' debut and is equal in size to the audience attracted to 'Adventures In Rainbow Country' in its second week on the network last season in the same Sunday at 7:00 pm slot. In the common CBC-CTV reception area where 'The Rovers' runs directly against the CTV network's 'Story Theatre', the great bulk of the 7:00-7:30 pm audience, both this week and last, chose to watch the CBC rather than the CTV network program. Audience reaction to 'The Rovers' was somewhat more favourable this week, the index of audience enjoyment being 70 as against the low 65 for the series' debut.
- . Following this at 7:30-8:00 pm on Sunday, the initial program in the new NBC-produced JIMMY STEWART SHOW drew a CBC network audience of 20 per cent - just one or two percentage points smaller than the average audience that the 'Bill Cosby' show had last year in this 7:30 pm Sunday slot. The program on the CTV network in opposition to 'Jimmy Stewart' is 'Mod Squad' (7:30-8:30 pm). In those areas of the country where both these programs were available, many more people watched 'Jimmy Stewart' than 'Mod Squad' on this first occasion (audience ratio about 3:2). The index of audience enjoyment recorded for the 'Jimmy Stewart' debut was 74, about average for network situation comedies as a whole.
- . Immediately following 'Cannon' on Monday, FRONT PAGE CHALLENGE returned to the network in its new 9:30-10:00 pm slot with a program featuring Ferguson Jenkins and Joseph Borowski as guest challengers. It drew a 20 per cent national audience - some four percentage points smaller than the audience normally reached by the series last season when it ran one hour earlier on Mondays. This, despite the fact that this year, 'Front Page' appears to be up against somewhat less formidable CTV competition - currently the CTV-produced 'Pig N Whistle'; last year one of the CTV network's biggest audience attractions, the 'Carol Burnett' show. In those parts of the country where both CBC and CTV network stations are available, 'Challenge' this week outrated 'Pig N Whistle' in an audience ratio of close to 2:1. This 15th season debut program was as much enjoyed by those who watched it as most 'Challenge' broadcasts of previous seasons, index of audience enjoyment a high 81.



- . On Tuesday evening at 9:30-10:00 pm TELESCOPE, which like 'Front Page Challenge' runs an hour later this season than last, attracted a 10 per cent audience across the country - about 2 percentage points smaller than the audience to the series' opener last week, and also slightly smaller than the average audience maintained by 'Telescope' throughout the 1970-71 season. This week's profile of comedian David Steinberg did not go over at all well with the audience as a whole, index of enjoyment a low 59.
- . Following 'Telescope' at 10:00-11:00 pm, TUESDAY NIGHT presented a light-hearted look at Niagara Falls, the so-called "honeymoon capital of the world". At 8 per cent, the national audience was about the same size as the audience to last week's 'Tuesday Night' documentary on the conflict in Ireland and also about normal for the Tuesday 10-11 pm slot in the early weeks of the fall-winter season. In the common CBC-CTV reception area, the CBC program was outrated (ratio about 2:1) by the second program in the CTV network's adventure series 'The Persuaders'. 'Hello From Niagara Falls' went over fairly well with the majority of its viewers, index of enjoyment 74.
- . At 10:00-11:00 pm on Sunday, the network carried PORTUGAL-A DREAM OF EMPIRE, a Yorkshire Television documentary on Portugal's continuing efforts to maintain an empire in Africa. Despite the specially big lead-in audience provided by the 'Wayne and Shuster' special, the 9 per cent audience attracted to the program was several percentage points smaller than the audience in this same slot last week to the National Film Board documentary on the work of the Canadian Wildlife Service. Audience reaction to 'Portugal-A Dream of Empire' could best be described as moderately favourable, index of enjoyment 71.
- . Immediately preceding 'Rowan and Martin', at 7:30-8:00 pm on Friday, the new DICK VAN DYKE show made its debut appearance on CBC metronet stations. The audience was 9 per cent at the national level, 12 per cent within the metronet area where the program is fully available. In those areas where both a CBC metronet and a CTV network station are available, this first 'Van Dyke' show outrated (ratio 3:2) the opposing CTV program 'The Partners', a Don Adams comedy also having its first showing of the season on this occasion.
- . Making its new season debut on Monday at 7:30-8:00 pm, THE IRISH ROVERS (on the metronet and some CBC affiliated stations) this week drew a 15 per cent audience both nationally and within the metronet coverage area where the program was fully available. Like 'Partridge Family', which follows it at 8:00 pm, 'The Irish Rovers' is up against much tougher CTV competition this year than last: it now runs directly against the first half-hour of the popular 'Medical Center' whereas, during its 7-week run in the same Monday slot last year, it ran against the

relatively low-audience-appeal series 'U.F.O.'. In those parts of the country where both a CBC metronet and a CTV network station are available, 'The Irish Rovers' still fared reasonably well against 'Medical Center', the two programs sharing audience about equally on this first occasion. This 'Irish Rovers' opener was immensely enjoyed by the great majority of those who watched it, the index of audience enjoyment of 85 about equalling the remarkably high enjoyment level that the series maintained throughout it's initial season on the network (April-May 1971).

- . Beginning its eleventh season on the CBC metronet, SINGALONG JUBILEE was this week broadcast in its normal Wednesday 7:30-8:00 pm slot in the East but, because of the live Expos Baseball broadcast, was re-scheduled to various other times in the Western Provinces. For this reason, the 5 per cent national, 7 per cent metronet-area audience for this week's initial program in the series should not be taken as predictive of the size of audience to future 'Singalong' programs. Featuring Catherine McKinnon as special guest, this week's 'Singalong' was much enjoyed by those who watched it, the audience enjoyment index (77) being somewhat above the series' 1970-71 enjoyment norm of 74.
- . On Thursday evening at 9:00-9:30 pm on the metronet and some CBC affiliated stations, IN THE MOOD presented singer Jack Leonard, trombonist Teddy Roderman and the Doug Bennett singers in a program devoted to the music and hits of the Tommy Dorsey Band. Viewing was 5 per cent at the national level, 6 per cent within the metronet coverage area where the program is fully available. This is about the same size as the audience to the previous week's 'In The Mood' opener and just marginally below the viewing level attained early last season by 'Theatre Canada' in this same Thursday slot. In those areas where both a CBC metronet and a CTV network station are available, 'In The Mood' was again heavily outrated (ratio more than 3:1) by the opposing CTV program 'Dean Martin'. Those who watched 'In The Mood' this week quite enjoyed it, the index of enjoyment for the adult-teenage audience as a whole being 75.
- . Following this at 9:30-10:00 pm, the new CBC-produced drama series TO SEE OURSELVES made its debut appearance on CBC metronet and some CBC affiliated stations. The audience to this week's 'Hands', an adaptation of a Bernard Epps story of the hardships of farmlife in eastern Quebec, was 2 per cent nationally, 3 per cent within the metronet area where the program was fully available. This is a much smaller audience than was attracted in this same Thursday slot last week to 'Monty Python's Flying Circus' and is also smaller than the audience maintained by last season's Thursday evening (9:00-9:30 pm) drama series 'Theatre Canada'. In that part of the country common to both the CBC metronet and the CTV network, 'To See Ourselves' runs directly against the CTV public affairs series 'Here Come The Seventies'. Whereas last week 'Monty Python' held a slight audience

advantage over 'The 70's', this week 'To See Ourselves' was outrated by the CTV program by more than 3:1. With viewing at the low 2 per cent mark, too few panel members were involved to provide any indication of the extent to which this week's first 'To See Ourselves' drama was enjoyed by those who did watch it.

Finally, this week saw the debut of a new Montreal-produced Saturday evening comedy-variety series LET'S CALL THE WHOLE THING ORFF. Telecast on CBC metronet and some CBC affiliated stations at 7:00-7:30 pm (8:00-8:30 ADT), the initial program attracted a 3 per cent audience nationally, 4 per cent within the metronet area where fully available. In most areas of the country, 'Orff' ran directly against the CTV network's new variety series 'Rollin' On The River'. Although this latter program did not prove a particularly strong audience attraction it still outdrew the CBC's 'Orff' in an audience ratio of about 2:1. Nor was 'Let's Call The Whole Thing Orff' at all well received by those who watched it, index of audience enjoyment a very low 32.

CBC Research  
Ottawa



# A CBC RESEARCH REPORT

TV/71/38

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 24 - 30, 1971

### THIS WEEK

This week's schedule marked the season premieres of 'Tommy Hunter', 'CBC Weekend', 'Analog' and 'Take Thirty'; the return to the network of 'Tommy Tompkins' and the debut of the 'Midweek' current affairs series. Special programming included a full-network NFB documentary on wolves entitled 'Death Of A Legend' and coverage of the 'B.C. Derby' on the metronet and some CBC affiliated stations. The only regular network series pre-empted throughout the country this week was 'Carol Burnett'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewer's reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty Viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: SEPTEMBER 24-30, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| FLIP WILSON  | Sun. 8:00- 9:00           | 35                  | 78                    |
| THE WONDERFUL WORLD OF DISNEY                        | Sun. 6:00- 7:00           | 32                  | 86                    |
| THE PARTRIDGE FAMILY                                 | Mon. 8:00- 8:30           | 26                  | 80                    |
| ROWAN AND MARTIN                                     | Fri. 8:00- 9:00           | 25                  | 69                    |
| CANNON   | Mon. 8:30- 9:30           | 23                  | 79                    |
| O'HARA, UNITED STATES TREASURY                       | Thu. 8:00- 9:00           | 22                  | 81                    |
| MARY TYLER MOORE                                     | Tue. 8:00- 8:30           | 21                  | 76                    |
| JIMMY STEWART  | Sun. 7:30- 8:00           | 21                  | 72                    |
| TOMMY HUNTER   | Fri. 9:00-10:00           | 20                  | 80                    |
| FRONT PAGE CHALLENGE                                 | Mon. 9:30-10:00           | 20                  | 80                    |
| THE ROVERS   | Sun. 7:00- 7:30           | 20                  | 66                    |
| 'DEATH OF A LEGEND' (NFB, on wolves)                 | Tue. 8:30- 9:30           | 19                  | 88                    |
| EXPOS BASEBALL                                       | Wed. 8:00-11:10           | 19                  | 81                    |
| FOOTBALL - CFL (Calgary at Toronto)                  | Sat. 8:00-10:28           | 17                  | 80                    |
| 'WHEN THE BOUGH BREAKS' (drama)                      | Sun. 9:00-10:00           | 17                  | 57                    |
| CBC NATIONAL NEWS                                    | S-S 11:00-11:21           | 15                  | 80                    |
| EDGE OF NIGHT  | M-F 3:30- 4:00            | 12                  | 89                    |
| THE NATURE OF THINGS ('The Great Lakes')<br>(Repeat) | Mon. 10:00-11:00          | 11                  | 86                    |
| TELESCOPE  | Tue. 9:30-10:00           | 11                  | 82                    |
| CBC WEEKEND  | Sun. 10:00-11:00          | 10                  | 75                    |
| FOOTBALL - NFL (Chicago at Minnesota)                | Sun. 2:00- 4:46           | 8                   | 79                    |
| MAJOR LEAGUE BASEBALL                                | Sat. 2:00- 4:30           | 7                   | 84                    |
| TUESDAY NIGHT (Canada's image abroad)                | Tue. 10:00-11:00          | 6                   | 67                    |
| * THE PERFORMERS                                     | Sat. 10:30-11:00          | 5                   | 54                    |
| PAUL BERNARD PSYCHIATRIST                            | M-F 4:00- 4:30            | 5                   | 51                    |
| TAKE THIRTY  | M-F 3:00- 3:30            | 4                   | 83                    |
| TOMMY TOMKINS  | Wed. 4:30- 5:00           | 3                   | \$                    |
| * COUNTRY CANADA                                     | Sun. 1:30- 2:00           | 3                   | \$                    |
| MUSIC TO SEE   | Sun. 5:00- 5:30           | 2                   | \$                    |
| SPORTS WEEK  | Sun. 4:36- 5:00           | 1                   | \$                    |

\* Re-scheduled in the West

\$ Sample too small for reliable reporting of enjoyment level.

## THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worth-while', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

## PROGRAM NOTES

- With the 'Carol Burnett' show pre-empted, the biggest network audiences to regular weekly series this week went to the two Sunday evening shows 'Flip Wilson' and 'Walt Disney'. In the 8:00-9:00 pm slot, FLIP WILSON drew another very big audience of 35 per cent and, in the common CBC-CTV reception area, again heavily outrated both the opposing CTV network shows, 'Mod Squad' (ratio almost 3:1) and 'Shirley's World' (ratio 5:1). Though certainly not received with the same enthusiasm as the series' debut show, which had a remarkably high enjoyment index of 87, this week's 'Flip Wilson' still went over well with the majority of its viewers, index of enjoyment 78.
- Earlier on Sunday at 6:00-7:00 pm, the national audience to THE WONDERFUL WORLD OF DISNEY was 32 per cent - up some 3 percentage points from the audience level reached by the series' debut broadcast three weeks ago. The index of audience enjoyment (86) for this week's program, Part 1 of the two-part drama 'Hacksaw', was typical of the specially high level of audience enjoyment normally recorded for programs in this 'Disney' series.
- This week again saw virtually no change in the overall performance of either THE PARTRIDGE FAMILY (Monday 8:00-8:30 pm) or ROWAN AND MARTIN'S LAUGH-IN (Friday 8:00-9:00 pm). Each of these two programs had a substantial national audience of 25-26 per cent and, in those parts of the country where both CBC and CTV network services are available, each out-drew its directly opposing CTV program by about the same margin as in



TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 24-30, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>  |                           |                     |                       |
| THE IRISH ROVERS   | Mon. 7:30- 8:00           | 14                  | 85                    |
| IN THE MOOD  | Thu. 9:00- 9:30           | 5                   | 74                    |
| B.C. DERRY   | Sat. 7:30- 8:00           | 4                   | 77                    |
| PIFFLE AND COMPANY   | Sun. 5:30- 6:00           | 4                   | 53                    |
| * LET'S CALL THE WHOLE THING ORFF  | Sat. 7:00- 7:30           | 4                   | 30                    |
| TO SEE OURSELVES ('The Wedding Gift')                                    | Thu. 9:30-10:00           | 3                   | 71                    |
| VIEWPOINT  | M-F 11:22-11:29           | 3                   | 80                    |
| * KLAHANIE   | Sat. 1:30- 2:00           | 3                   | 90                    |
| * UPDATE   | Sat. 6:00- 6:30           | 3                   | \$                    |
| MIDWEEK  | Thu. 10:00-11:00          | 3                   | \$                    |
| THE GALLOPING GOURMET  | M-F 2:00- 2:30            | 2                   | 75                    |
| * REPLAY   | Sat. 6:30- 7:00           | 2                   | \$                    |
| FAMILY COURT   | M-F 1:30- 2:00            | 2                   | \$                    |
| * SPORTS WEEK  | Sat. 4:47- 5:00           | 1                   | \$                    |
| * ANALOG   | Sun. 1:00- 1:30           | 1                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY  | Sun. 6:00- 7:00           | 17                  | 86                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 9                   | 75                    |
| GET SMART  | M-F 5:30- 6:00            | 8                   | 78                    |
| GETTING TOGETHER   | Thu. 7:30- 8:00           | 6                   | 79                    |
| SINGALONG JUBILEE  | Wed. 7:30- 8:00           | 6                   | 79                    |
| DOOMWATCH  | Fri. 10:00-11:00          | 3                   | 63                    |
| <u>CTV NETWORK</u>   |                           |                     |                       |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 19                  | 75                    |
| MARCUS WELBY, M.D.   | Tue. 8:00- 9:00           | 17                  | 85                    |
| IRONSIDE   | Mon. 10:00-11:00          | 15                  | 83                    |
| + ACADEMY PERFORMANCE ('The Secret War Of<br>Harry Frigg')               | Sat. 8:00-10:00           | 14                  | 76                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 14                  | 76                    |
| THE UNDERSEA WORLD OF JACQUES COUSTEAU<br>(('The Unsinkable Sea Otter')) | Fri. 10:00-11:00          | 13                  | 92                    |
| MMICAL CENTER  | Mon. 7:30- 8:30           | 13                  | 83                    |
| THE BOLD ONES  | Thu. 10:00-11:00          | 12                  | 82                    |
| FRIDAY NIGHT MOVIE ('Lock, Stock And<br>Barrel')                         | Fri. 8:00-10:00           | 12                  | 77                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 12                  | 81                    |
| + FUNNY FACE   | Thu. 7:00- 7:30           | 11                  | 73                    |
| LONGSTREET   | Thu. 7:30- 8:30           | 10                  | 75                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 10                  | 69                    |
| NICHOLS  | Mon. 8:30- 9:30           | 9                   | 72                    |
| + DORIS DAY  | Mon. 7:00- 7:30           | 9                   | 78                    |
| CTV NATIONAL NEWS  | S-S 11:00-11:18           | 8                   | 78                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30           | 8                   | 84                    |
| THE PARTNERS   | Fri. 7:30- 8:00           | 8                   | 74                    |
| ROLLIN' ON THE RIVER   | Sat. 7:00- 7:30           | 8                   | 65                    |
| IAN TYSON  | Tue. 9:30-10:00           | 8                   | 64                    |
| HERE COME THE SEVENTIES  | Thu. 9:30-10:00           | 7                   | 60                    |
| W5   | Sun. 9:00-10:00           | 7                   | 69                    |
| △ FOOTBALL - CFL (Montreal at Edmonton)                                  | Wed. 8:00-10:30           | 6                   | 74                    |
| △ FOOTBALL - CFL (Edmonton at Regina)                                    | Sun. 2:00- 4:30           | 6                   | 84                    |
| SHIRLEY'S WORLD  | Sun. 8:30- 9:00           | 6                   | 59                    |
| WIDE WORLD OF SPORTS   | Sat. 5:00- 6:30           | 6                   | 74                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 4                   | 84                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00            | 4                   | 82                    |
| □ FOOTBALL - CFL (Ottawa at Hamilton)                                    | Sun. 2:00- 4:35           | 4                   | 81                    |
| MAN TRAP   | M-F 2:30- 3:00            | 3                   | 75                    |
| * + SPORTS BEAT '11  | Wed. 10:30-11:00          | 2                   | \$                    |
| STORY THEATRE  | Sun. 7:00- 7:30           | 2                   | \$                    |

\* Re-scheduled in some areas

+ Not carried (on this day and at this time) on all CTV stations.

△ Western network only

□ Eastern network only

\$ Sample too small for reliable reporting of enjoyment level

the previous weeks of the season (see Table 3). The index of audience enjoyment for 'Partridge Family' was a high 80, that for 'Laugh-In' a much lower 69.

- Following 'Partridge Family' on Monday at 8:30-9:00 pm, the crime drama series CANNON drew a CBC network audience of 23 per cent - the same size as the audience to last week's program and some 3 percentage points bigger than the audience to the series' debut broadcast on September 13. This 23 per cent audience is just short of the average 24 per cent audience that 'Front Page Challenge' had last year in the Monday 8:30-9:00 pm slot immediately following 'Partridge Family'. The program on the CTV network in opposition to 'Cannon' is the James Garner adventure series 'Nichols'. In those areas of the country where these two programs are available, 'Cannon' now holds a 2:1 audience advantage as against the 3:2 audience lead it had in the initial week of the season. The series has gone over well on each of its three occasions on the network, the enjoyment indices for the first two programs being 75-76, that for this week's show an even higher 79.
- Also showing an increase in the extent to which the program was enjoyed by those who watched it this week was O'HARA, U.S. TREASURY (Thursday, 8:00-9:00 pm). Whereas the index of audience enjoyment for this week's third episode in the series was a high 81, that for each of the two earlier episodes was 75. So far at least, the 'O'Hara' series has not shown a particularly significant increase in the size of its audience, however, the per cent viewing figure this week being 22 per cent, that in each of the two preceding weeks, 20-21 per cent.
- Two new situation comedies drawing CBC network audiences of about equal size are MARY TYLER MOORE (Tuesday, 8:00-8:30 pm) and the JIMMY STEWART SHOW (Sunday, 7:30-8:00 pm). Each of these programs had a national audience of 21 per cent this week - in both cases, about the same size of audience as the series attracted in the earlier weeks of the season. In the common CBC-CTV reception area, the 'Moore' show runs against, and shares audience equally with, the 'Marcus Welby' medical drama while 'Jimmy Stewart' runs directly against, and outrates, the 'Mod Squad' adventure series (ratio 3:2). Over its first three weeks on the network, 'Mary Tyler Moore' has had indices of audience enjoyment falling within the fairly high 74-77 region; 'Jimmy Stewart', in its two weeks on the network, has had indices in the slightly lower 72-74 range.
- Making its third appearance in the Sunday 7:00-7:30 pm slot occupied last season by 'Adventures In Rainbow Country', the Australia-produced family adventure series THE ROVERS this week had a national audience of 20 per cent - a drop of one percentage point from the previous week. In comparison, at this time last year 'Rainbow Country' was still increasing the size of its weekly audience and by its third showing on the network had reached the 24 per cent audience level. The CBC again took the lion's share of the CBC-CTV area audience at 7:00-7:30 pm however, with Sunday's 'Rovers' being watched by some 8-9 times as many viewers as CTV's

PERFORMANCE OF CBC FIBL NETWORK PROGRAMS AND OPPOSITON  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 24-30, 1971

| DAY         | TIME                       | CBC PROGRAM                              |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS |                         | CTV PROGRAM   |
|-------------|----------------------------|--|----|--|-------------------------|---|
| FRI<br>24TH | 7:00- 7:30                 | Local Programming                        |    | 8  |                         | ROOM 272  |
|             | 7:30- 8:00                 | Metronet Only                            |    | 9  |                         | THE PARTNERS  |
|             | 8:00- 8:30<br>8:30- 9:00   | ROWAN AND MARTIN                         |    | 27   |                         | FRIDAY NIGHT MOVIE<br>( 'Lock, Stock And Barrel' )                            |
|             | 9:00- 9:30<br>9:30-10:00   | TOMMY HUNTER                             |    | 11   |                         |   |
|             | 10:00-10:30<br>10:30-11:00 | Metronet Only                            |    | 16   |                         |   |
|             |                            |  |    |  |                         | THE UNDERSEA WORLD OF<br>JACQUES COUSTEAU ( 'The Un-<br>sinkable Sea Otter' ) |
| SUN<br>26TH | 7:00- 7:30                 | THE ROVERS                               |    | 17   | 2                       | STORY THEATRE   |
|             | 7:30- 8:00                 | JIMMY STEWART                            |    | 19   | 13                      | MOD SQUAD   |
|             | 8:00- 8:30                 | FLIP WILSON                              |    | 36   |                         |   |
|             | 8:30- 9:00                 |  |    |  | 7                       | SHIRLEY'S WORLD   |
|             | 9:00- 9:30<br>9:30-10:00   | 'WHEN THE ROUGH BREAKS'                  |    | 14   | 8                       | W5  |
|             | 10:00-10:30<br>10:30-11:00 | CBC WEEKEND                              |    | 9  | 8                       | MANNIX  |
| MON<br>27TH | 7:00- 7:30                 | Local Programming                        |    | 11   |                         | + DORIS DAY   |
|             | 7:30- 8:00                 | Metronet Only                            |    |  |                         |   |
|             | 8:00- 8:30                 | THE PARTRIDGE FAMILY                     | 23 | 10   | MEDICAL CENTER          |   |
|             | 8:30- 9:00                 | CANNON                                   | 22 | 11   | NICHOLS                 |   |
|             | 9:00- 9:30                 |  |    |  |                         |   |
|             | 9:30-10:00                 | FRONT PAGE CHALLENGE                     | 18 | 11   | PIG 'N' WHISTLE         |   |
|             | 10:00-10:30<br>10:30-11:00 | THE NATURE OF THINGS<br>(Repeat)         |    | 10   | 18                      | IRONSIDE  |
| TUE<br>28TH | 7:00- 7:30                 | Local Programming                        |    |  |                         | Not Complete Network  |
|             | 7:30- 8:00                 |  |    |  |                         |   |
|             | 8:00- 8:30                 | MARY TYLER MOORE                         | 19 | 20   | MARCUS WELBY, M.D.      |   |
|             | 8:30- 9:00                 | 'DEATH OF A LEGEND'                      | 18 |  | Not Complete Network    |   |
|             | 9:00- 9:30                 |  |    |  |                         |   |
|             | 9:30-10:00                 | TELESCOPE                                | 10 | 7  | Ian Tyson               |   |
|             | 10:00-10:30<br>10:30-11:00 | TUESDAY NIGHT (Canada's<br>Image abroad) |    | 6  | 17                      | THE PERSUADERS  |
|             | 7:00- 7:30                 | Local Programming                        |    | 13   |                         | + FUNNY FACE  |
|             | 7:30- 8:00                 | Metronet Only                            |    | 12   |                         | LONGSTREET  |
|             | 8:00- 8:30                 | O'HARA, UNITED STATES<br>TREASURY        | 19 |  |                         |   |
|             | 8:30- 9:00                 |  |    | 21   | DEAN MARTIN             |   |
|             | 9:00- 9:30                 |  |    | 9  | HERE COME THE SEVENTIES |   |
|             | 9:30-10:00                 | Not Complete Network                     |    | 14   | THE BOLD ONES           |   |
|             | 10:00-10:30<br>10:30-11:00 |  |    |  |                         |   |
|             |                            |  |    |  |                         |   |
| S-S         | 11:00-11:20                | CBC NEWS                                 | 15 | 2  | CTV NEWS                |   |

+ Not carried (on this day and at this time) on all CTV stations.

Ø Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evening this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Saturday and Wednesday data in this table.



'Story Theatre'. This third edition of 'The Rovers' rated an index of 66 - down some 4 index points from last week and a return to the rather low level of enjoyment recorded for the series' debut episode.

- . Broadcast in the same Friday 9:00-10:00 pm slot that it occupied last season, TOMMY HUNTER this week began its new season with a program featuring comedian-singer Judd Strunk as special guest. The audience at the national level was 20 per cent - about the same size of audience that repeat 'Hunter' programs have been attracting in recent weeks and just slightly smaller than audiences recorded for 'Tommy Hunter' broadcasts in the early part of last season. Within the common CBC-CTV reception area where 'Tommy Hunter' normally draws a somewhat smaller audience than its CTV opposition - 'Friday Night Movies' - the CBC series this week enjoyed about a 5:4 audience advantage over the movie 'Lock, Stock and Barrel'. These 'Tommy Hunter' programs continue to be much appreciated by the great majority of those who watch them, the index of 80 for Friday's opening broadcast being typical of the high level of enjoyment that the series has maintained since January of last season.
- . Pre-empting 'Carol Burnett' at 8:30-9:30 pm on Tuesday, the network this week carried DEATH OF A LEGEND, a National Film Board documentary that attempts to dispel the numerous myths about wolves, myths that is feared could lead to the extinction of the species. Considered by the majority of its viewers to have been a very interesting and clearly presented program, the documentary rated an audience enjoyment index of 88 - much above average for network programs generally but not uncharacteristic of the high levels of enjoyment attained in recent months by other network documentaries dealing with nature and wildlife ('The Living Arctic', 'Tommy Tompkins, Bushman', 'Avalanche', etc.). Viewers had special praise for the photography in 'Death of a Legend', being particularly impressed by the many close-up shots and by the illustrations of the birth of a wolf cub. Especially germane to the intent of the program was the extent to which it apparently succeeded in conveying new information on an age-old subject. Virtually all who watched 'Death of a Legend' felt they had picked up some new information about wolves and their habits, and over 80 per cent of viewers felt that, having watched the program, they now knew "a lot more" or at least "quite a bit more" on the subject than they had known before - an unusually large response to this kind of standard questioning.

As to the size of the total audience, this was at the 19 per cent level, representing some 2.3 million viewers aged 12 and over - a substantial audience for a one-hour prime-time documentary, though still only about two-thirds as big as recent weekly audiences to the pre-empted 'Carol Burnett' show. While this loss of CBC audience this week in the 8:30-9:30 pm Tuesday slot was reflected in the CBC-CTV common coverage area, it is worth noting that, in this highly competitive part of the country, where both Canadian networks' programs run not only against each other but against numerous other programs, 'Death of a Legend' attracted more

adult-teenage viewers than did the great majority of U.S. network shows carried this week by CTV (including 'Shirley's World', 'Nichols' 'Longstreet', 'Mod Squad', 'The Bold Ones' and others) and just as many or almost as many, adult-teenage viewers as several other U.S. shows carried by one or other of the two Canadian networks ('Mary Tyler Moore', 'O'Hara', 'The Jimmy Stewart Show', 'The Persuaders', 'Ironside', 'Marcus Welby').

- Now in its second week of the new season, THE IRISH ROVERS (Monday 7:30-8:00 pm on the metronet and some CBC affiliated stations) again drew the biggest metronet-area audience of any CBC program in a weeknight 7:30 pm slot and was more enjoyed by those who watched it than was any other variety series on either the CBC or CTV network. This week's national audience was 14 per cent, the metronet-area audience 16 per cent and the index of enjoyment another remarkably high 85. In those areas of the country where both the CBC metronet and CTV network services are available, 'The Irish Rovers' continues to share audience about equally with the CTV's popular 'Medical Center' series.

On Wednesday, the metronet program SINGALONG JUBILEE was, for the second week running, shown in its regular Wednesday 7:30-8:00 pm slot in the East but, because of live coverage of an Expos Baseball game, was re-scheduled to various other times in the Western Provinces. The audience on this occasion was 6 per cent nationally and 8 per cent within the CBC metronet area where the program was fully available. The audience enjoyment index of 79 for this week's show (featuring the regular cast along with newcomer Tom Kelly) was significantly above the average index of 74. for the 1970-71 'Singalong' series.

- This week's program in the 'Sunday At Nine' series (9:00-10:00 pm) was WHEN THE BOUGH BREAKS, a drama by Nika Rylski in which a young woman visits the scene of her childhood summers, and recalls her unhappiest season of all. Starring were Tudi Wiggins, Lynne Gorman and Laurie Peirce. The national audience, at 17 per cent, was about the same size as that attracted two weeks earlier to the 'Sunday At Nine' drama 'Firing Squad' but much smaller than the 28 per cent audience attracted in this slot last week to the 'Wayne And Shuster' comedy special. In the common CBC-CTV reception area, 'When The Bough Breaks' enjoyed an almost 2 to 1 audience lead over Sunday's edition of the CTV public affairs program 'W5'. The index of audience enjoyment for 'When The Bough Breaks' was 57.
- Beginning its third season on the network, CBC WEEKEND (Sunday, 10:00-11:00 pm) this week had a 10 per cent audience - slightly smaller than audiences attracted to the series in the early weeks or last season. The opening program included brief introductions to the personnel who will contribute to 'Weekend' during the season and the first half of a two-part profile of international financier Bernard Cornfeld. As a whole, this first 'Weekend' of the season was quite well received by those who watched it, the enjoyment index of 75 being slightly above the series' 1970-71 enjoyment norm.

- On Thursday at 10:00-11:00 pm, 'Weekend's' new companion series MIDWEEK made its debut appearance on CBC metronet and some CBC affiliated stations. The program included reports on the United States' proposed nuclear test at Amchitka; a recent bank robbery in Prince Edward Island; the upcoming elections in South Vietnam; and statements recently made by Robert Eadie concerning the RCMP's alleged practices of hiring young informers. With viewing at the low 3 per cent mark, too few panel members were involved to provide any indication of the extent to which this week's first 'Midweek' was enjoyed by those who did watch it.
- Earlier on Thursday at 9:00-9:30 pm on the metronet and some CBC affiliated stations, IN THE MOOD continues to draw a small but fairly enthusiastic audience. The audience to this week's program, a Benny Goodman showcase, was 5 per cent at the national level, 6 per cent within the metronet coverage area where fully available - the same size as the audience to the two previous 'In The Mood' programs, and just slightly below the viewing level attained last season by 'Theatre Canada' in this same Thursday slot. The index of enjoyment for the adult-teenage audience as a whole this week was 74.
- Following this at 9:30-10:00 pm on the metronet and some CBC affiliated stations, TO SEE OURSELVES presented 'The Wedding Gift', an adaptation of a love story by Thomas H. Raddall. Starring were Linda Goranson, Robin Gammell and Andrew Allan. The audience was 3 per cent nationally, 4 per cent within the metronet area where the program was fully available. This represents a slight increase over the audience attracted to last week's 'To See Ourselves' debut broadcast; it is, however, still much smaller than the audience maintained by last season's Thursday evening (9:00-9:30 pm) drama series 'Theatre Canada'. By CBC-drama standards, audience reaction to 'The Wedding Gift' was quite favourable, index of enjoyment 71.
- TELESCOPE (Tuesday 9:30-10:00 pm) this week focused on Margaret Murray, the outspoken 84-year-old editor of British Columbia's Bridge River-Lillooet News. Entitled 'Magnificent Ma', the program showed "Ma" Murray at home, in her newspaper office, and receiving an honorary degree from Simon Fraser University. With all but a small minority of viewers rating it as a program that they had enjoyed either "very much" or "quite a bit", the broadcast rated an audience enjoyment index of 82 - much above last year's 'Telescope' norm of 67 and, in fact, about equal to the 1970-71 series' peak index of 81 attained by the profiles of Anne Murray (March 30) and Chief Dan George (May 25). The audience to Tuesday's broadcast was much smaller than that to the Anne Murray program, which drew an unusually big 'Telescope' audience of 19 per cent, but at 11 per cent, it was about equal to the average 'Telescope' audience of both this season and last. Within the common CBC-CTV reception area, 'Telescope' once again shared audience about equally with the CTV-produced 'Ian Tyson Show'.



- . This week's program in the TUESDAY NIGHT series (10:00-11:00 pm) was 'Son of Rose-Marie', a documentary on Canada and Canadians as they appear to nationals of other countries. The 6 per cent audience to the program was 1-2 percentage points smaller than the audience to each of the two preceding 'Tuesday Night' programs and was slightly below normal for the Tuesday 10-11 pm slot at this time of year. This loss of audience at the national level was also reflected in the common CBC-CTV coverage area, thereby giving the opposing CTV adventure series 'The Persuaders' an even bigger (about 3:1) audience lead over 'Tuesday Night' than in previous weeks. Nor was the audience as a whole particularly enthusiastic about 'Son of Rose-Marie'. Though a substantial minority of those who saw the program rated it as one they had enjoyed "very much", the counterbalance of negative and indifferent opinion resulted in an audience enjoyment index of only 67 - 7 points lower than the index of enjoyment attained by the September 14 and 21 'Tuesday Night' documentaries on 'Ireland' and 'Niagara Falls'.
- . At 9:30-10:00 pm on Monday, FRONT PAGE CHALLENGE had former basketball star Mrs. Noel Macdonald Robertson and Nobel Prize winner Dr. William Shockley challenge the panel with their respective stories of the 1940 disbandment of the world champion 'Edmonton Grads' basketball team, and the recent Shockley statement "Whites are smarter than Blacks". As a whole the program rated a typically high enjoyment index of 80. The audience, at 20 per cent, was unchanged from last week - again some four percentage points smaller than the usual audience to 'Front Page Challenge' last season when it ran one hour earlier on Monday evenings. Within the common CBC-CTV coverage area where the 'Challenge' series this season runs directly against CTV's 'Pig 'N' Whistle', the disparity between the audiences to the two programs this week was again 3 to 2 in CBC's favour.
- . At 10:00-11:00 pm on Monday THE NATURE OF THINGS repeated 'The Great Lakes', a program that looks at the extent to which fish and wildlife have been affected by the increased urbanization and industrialization brought about by the St. Lawrence Seaway and Welland Canal system, and discusses the general ecological future of the Great Lakes. As was the case when originally presented on the network last February, 'The Great Lakes' was specially well received by those who watched it, index of audience enjoyment 86. The audience to this repeat program - 11 per cent - was about equal to the average audience for the 'Nature Of Things' series last season.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) which began its new season programming on Monday of this week, got off to a specially good start with an average index of 84 for its first four broadcasts. The Monday program giving viewers a preview of what is in store for them on 'Take Thirty' during the upcoming fall and winter months rated an index of 78; Tuesday and Wednesday's two-part interview with actress Ingrid Bergman and the Thursday program on Northern Ireland rated specially high indices of 85-86. On Friday 24th, an interview with Montreal Mayor Jean Drapeau - the final 'Take Thirty' of the summer season - was also much enjoyed with an index of 80. The average audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five-day period, 9 per cent.

- Now in its third week in the weekday 4:00-4:30 pm slot, PAUL BERNARD-PSYCHIATRIST continues to draw an average day audience of 5 per cent - several percentage points smaller than daily audiences maintained in this slot last season by 'The Galloping Gourmet'. Nor is the Canadian-produced drama series now being any more favourably received by those who watch it than it was in its first weeks on the network. With individual indices falling within the low 43-56 range, the average index for this week's five episodes was another low 51.
- PIFFLE AND COMPANY, the CBC Vancouver-produced comedy show that ran throughout the summer months in the Sunday 5:30-6:00 pm ("available to affiliates") slot, this week made its final appearance of the season. The program attracted a 4 per cent audience both nationally and within the metronet coverage area where the program was fully available. This is just marginally below the viewing level maintained by the series during the preceding five weeks August 22 - September 19 (average 5 per cent). Audience reaction to 'Piffle & Co.', at least to the six programs for which audience enjoyment information is available, has not been at all favourable on the whole, the indices of audience enjoyment being, for the most part, in the mid-40's and reaching the mid-50's only twice - 53 this week, 57 on September 5.
- Also carried by CBC metronet and some affiliated stations, the Montreal-produced comedy-variety series LETS' CALL THE WHOLE THING ORFF fared as badly in its second week as in its initial week on the network. In the Saturday 7:00-7:30 pm slot in the East but re-scheduled to various other times in the West, the program drew another relatively small audience (4 per cent nationally, 5 per cent within the metronet area where the program is fully available), and again it failed to impress the great majority of those who watched it. Indeed, this week's index of enjoyment for the audience as a whole (30) was by far the lowest recorded for any network program (CBC or CTV) broadcast this week.

CBC Research  
Ottawa





# A CBC RESEARCH REPORT

TV/71/39

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 1-7, 1971

### THIS WEEK

Special programming on the full network this week included a showing of the Canadian feature film 'Goin' Down The Road'; a BBC-produced film portrait of NFB film-maker Norman McLaren; a documentary on an underwater expedition off the British Virgin Islands; and live coverage of 'The BreedersStakes'. In addition, most metronet and some CBC affiliated stations carried 'The Love Affair Continues', a look at the Montreal Expos at the end of their third season in 'National League' baseball. The week's network schedule also included coverage of President Nixon's October 7 address to the American people on the new surcharge regulations; due to insufficient advance notice of scheduling, however, no audience information is available on this broadcast.

The week also saw the debut of the Friday evening 'World Television Showcase' series and marked the season premieres of 'The Nation's Business' and 'Man Alive'. Regular CBC programs pre-empted throughout the country this week included 'Analog', 'Country Canada', 'This Land' and 'Getting Together'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewer's reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty Viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 1 - 7, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| FLIP WILSON   | Sun. 8:00- 9:00           | 35                  | 85                    |
| THE WONDERFUL WORLD OF DISNEY                                   | Sun. 6:00- 7:00           | 33                  | 86                    |
| CAROL BURNETT   | Tue. 8:30- 9:30           | 30                  | 83                    |
| TOMMY HUNTER  | Fri. 9:00-10:00           | 27                  | 82                    |
| THE PARTRIDGE FAMILY  | Mon. 8:00- 8:30           | 27                  | 85                    |
| ROWAN AND MARTIN  | Fri. 8:00- 9:00           | 27                  | 71                    |
| CANNON  | Mon. 8:30- 9:30           | 25                  | 81                    |
| JIMMY STEWART   | Sun. 7:30- 8:00           | 22                  | 75                    |
| * O'HARA, UNITED STATES TREASURY                                | Thu. 8:00- 9:00           | 21                  | 78                    |
| THE ROVERS  | Sun. 7:00- 7:30           | 20                  | 70                    |
| 'GOLD IS WHERE YOU FIND IT, MAYBE (drama)                       | Sun. 9:00-10:00           | 16                  | 63                    |
| <input type="checkbox"/> MARY TYLER MOORE                       | Tue. 8:00- 8:30           | 16                  | 81                    |
| * CBC NATIONAL NEWS   | S-S 11:00-11:21           | 15                  | 82                    |
| + 'GOIN' DOWN THE ROAD' (film)                                  | Sat. 8:00-10:00           | 13                  | 63                    |
| <input type="checkbox"/> FOOTBALL - CFL (Montreal at Vancouver) | Sat. 11:15- 1:48          | 12                  | 77                    |
| <input type="checkbox"/> FRONT PAGE CHALLENGE                   | Mon. 9:30-10:00           | 12                  | 83                    |
| EDGE OF NIGHT   | M-F 3:30- 4:00            | 12                  | 89                    |
| CBC WEEKEND   | Sun. 10:00-11:00          | 11                  | 73                    |
| 'VIRGIN QUEST'  | Wed. 9:00-10:00           | 10                  | 79                    |
| TELESCOPE ('The Great Canadian Comic Books')                    | Tue. 9:30-10:00           | 9                   | 64                    |
| ♠ * COUNTRYTIME   | Sat. 10:30-11:00          | 8                   | 80                    |
| NO, THAT'S ME OVER HERE   | Wed. 10:30-11:00          | 7                   | 66                    |
| TUESDAY NIGHT ('Crisis: October Plus One')                      | Tue. 10:00-11:00          | 7                   | 75                    |
| * THE NATURE OF THINGS (Diabetes)                               | Mon. 10:00-10:30          | 7                   | 84                    |
| ♠ * THE PERFORMERS  | Sat. 10:00-10:30          | 6                   | 58                    |
| BREEDER STAKES  | Sun. 4:00- 5:00           | 6                   | 79                    |
| FOOTBALL - NFL (San Francisco at Philadelphia)                  | Sun. 1:00- 3:47           | 5                   | 74                    |
| PAUL BERNARD-PSYCHIATRIST                                       | M-F 4:00- 4:30            | 5                   | 51                    |
| 'EYE HEARS, EAR SEES' (Profile of Norman McLaren)               | Wed. 10:00-10:50          | 4                   | 61                    |
| TAKE THIRTY   | M-F 3:00- 3:30            | 4                   | 76                    |
| <input type="checkbox"/> MAN ALIVE                              | Mon. 10:30-11:00          | 4                   | \$                    |
| TOMMY TOMPKINS  | Wed. 4:30- 5:00           | 4                   | \$                    |
| * MUSIC TO SEE  | Sun. 5:00- 5:30           | 2                   | \$                    |
| NATION'S BUSINESS (Liberal Party)                               | Sun. 11:15-11:21          | 2                   | \$                    |
| SPORTS WEEK   | Sun. 3:48- 3:55           | 1                   | \$                    |

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions.)

☐ Pre-empted in Ontario

+ Not telecast in some areas

☐ Broadcast time 8:00-10:48 pm PDT; joined in progress at 11:15 pm EDT in the East.

♠ Pre-empted in some areas

\$ Sample too small for reliable reporting of enjoyment level.

## THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worth-while', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

## PROGRAM NOTES

- . Topping the list of CBC network programs again this week were FLIP WILSON (Sunday 8:00-9:00 pm), THE WONDERFUL WORLD OF DISNEY (Sunday 6:00-7:00 pm) and CAROL BURNETT (Tuesday 8:30-9:30 pm). Each drew a very big audience in the 30-35 per cent range and was specially well received with an enjoyment index of 83-86.
- . On Friday at 9:00-10:00 pm, the second TOMMY HUNTER show of the new season drew a 27 per cent audience - the same size as the audience to this week's 'Rowan and Martin' which precedes 'Hunter' at 8:00-9:00 pm, and one-third bigger again than the audience to the opening 'Tommy Hunter' program of the season. This week's audience, in fact, about equaled the biggest audience attracted to the 'Hunter' series throughout the entire 1970-71 season when it ran in this same Friday evening slot. Featuring Stompin' Tom Connors as guest, this week's program was also specially well received with a high audience enjoyment index of 82.
- . CANNON, the crime drama running in the Monday 8:30-9:30 pm slot opposite CTV's 'Nichols', this week showed a further increase in the size of its audience. At 25 per cent it was up 2 percentage points over the last two weeks, 5 points above the audience to the series' opener. Within the common CBC-CTV coverage area where both 'Cannon' and 'Nichols' are available, the CBC series again this week drew twice as many viewers as 'Nichols'. Audience enjoyment of 'Cannon' has also been increasing, the initial enjoyment index of 75-76 for the first two episodes having risen to 79 for the third episode and then to 81 for this week's program.



TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 1-7, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                             |                           |                     |                       |
| THE IRISH ROVERS MUSIC HALL                                   | Mon. 7:30- 8:00           | 14                  | 74                    |
| * HYMN SING   | Sun. 5:30- 6:00           | 6                   | 82                    |
| KALEIDOSPORT  | Sat. 2:00- 4:00           | 5                   | 77                    |
| c LET'S CALL THE WHOLE THING ORFF                             | Sat. 7:00- 7:30           | 4                   | 37                    |
| IN THE MOOD   | Thu. 9:00- 9:30           | 4                   | 66                    |
| MIDWEEK   | Thu. 10:00-11:00          | 3                   | \$                    |
| TO SEE OURSELVES ('Watcha Gonna Do Boy?<br>Watcha Gonna Be?') | Thu. 9:30-10:00           | 3                   | \$                    |
| UPDATE  | Sat. 6:00- 6:30           | 3                   | \$                    |
| VIEWPOINT   | M-F 11:22-11:29           | 3                   | 77                    |
| THE GALLOPING GOURMET   | M-F 2:00- 2:30            | 2                   | \$                    |
| FAMILY COURT  | M-F 1:30- 2:00            | 2                   | \$                    |
| + 'THE LOVE AFFAIR CONTINUES' (Montreal Expos)                | Sat. 4:00- 5:00           | 2                   | \$                    |
| <u>CBC METRONET</u>   |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY                                 | Sun. 6:00- 7:00           | 18                  | 86                    |
| DICK VAN DYKE   | Fri. 7:30- 8:00           | 9                   | 82                    |
| * GET SMART   | M-F 5:30- 6:00            | 8                   | 77                    |
| SINGALONG JUBILEE   | Wed. 7:30- 8:00           | 6                   | 77                    |
| WORLD TV SHOWCASE ('To Build A Fire')                         | Fri. 10:00-11:00          | 3                   | \$                    |
| <u>CTV NETWORK</u>  |                           |                     |                       |
| DEAN MARTIN   | Thu. 8:30- 9:00           | 21                  | 80                    |
| MARCUS WELBY, M.D.  | Tue. 8:00- 9:00           | 19                  | 86                    |
| FOOTBALL-CFL (Hamilton at Regina)                             | Wed. 10:00-12:30am        | 17                  | 79                    |
| FOOTBALL-CFL (Toronto at Ottawa)                              | Sun. 2:00- 4:47           | 15                  | 78                    |
| +*ACADEMY PERFORMANCE ('Van Ryan's Express')                  | Sat. 8:00-10:00           | 15                  | 81                    |
| MEDICAL CENTER  | Mon. 7:30- 8:30           | 15                  | 85                    |
| FOOTBALL-CFL (Hamilton at Calgary)                            | Sun. 5:00- 7:29           | 15                  | 76                    |
| FRIDAY NIGHT MOVIE<br>( 'Tell Them Willie Boy Is Here' )      | Fri. 8:00-10:00           | 15                  | 69                    |
| LONGSTREET  | Thu. 7:30- 8:30           | 14                  | 79                    |
| MOD SQUAD   | Sun. 7:30- 8:30           | 13                  | 82                    |
| + FUNNY FACE  | Thu. 7:00- 7:30           | 13                  | 74                    |
| IRONSIDE  | Mon. 10:00-11:00          | 12                  | 83                    |
| THE PERSUADERS  | Tue. 10:00-11:00          | 12                  | 77                    |
| F.B.I.  | Fri. 10:00-11:00          | 12                  | 76                    |
| MANNIX  | Sun. 10:00-11:00          | 12                  | 80                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00           | 12                  | 71                    |
| NICHOLS   | Mon. 8:30- 9:30           | 11                  | 69                    |
| + DORIS DAY   | Mon. 7:00- 7:30           | 11                  | 76                    |
| ROOM 222  | Fri. 7:00- 7:30           | 11                  | 78                    |
| ROLLIN' ON THE RIVER  | Sat. 7:00- 7:30           | 10                  | 70                    |
| IAN TYSON   | Tue. 9:30-10:00           | 9                   | 72                    |
| THE BOLD ONES   | Thu. 10:00-11:00          | 9                   | 77                    |
| HERE COME THE SEVENTIES                                       | Thu. 9:30-10:00           | 8                   | 72                    |
| THE PARTNERS  | Fri. 7:30- 8:00           | 8                   | 77                    |
| * CTV NATIONAL NEWS   | S-S 11:00-11:18           | 7                   | 78                    |
| SHIRLEY'S WORLD   | Sun. 8:30- 9:00           | 7                   | 64                    |
| WIDE WORLD OF SPORTS  | Sat. 4:30- 6:00           | 6                   | 82                    |
| W5  | Sun. 9:00-10:00           | 5                   | 78                    |
| ANYTHING YOU CAN DO   | M-F 3:30- 4:00            | 5                   | 80                    |
| ANOTHER WORLD   | Th&F 3:00- 3:30           | 3                   | 82                    |
| MAN TRAP  | M-F 2:30- 3:00            | 3                   | 78                    |
| + STORY THEATRE   | Sun. 7:00- 7:30           | 2                   | \$                    |

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

c Pre-empted in Manitoba.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- On Monday (at 10:00-10:30 pm throughout most of the country but at 9:30-10:00 pm in Ontario), THE NATURE OF THINGS this week marked the 50th anniversary of the discovery of insulin by looking at some of the research that led to the discovery, at current Canadian research into diabetes and at the case history of a young diabetic. With some two-thirds of those who watched the program indicating that they had enjoyed it "very much", the index for the audience as a whole was 84 - about the same high level of enjoyment that was attained by the majority of last year's 'Nature Of Things' programs. The audience was 7 per cent.
- Following this, on Monday at 10:30-11:00 pm, MAN ALIVE made its season debut - in all areas except Ontario - with a program on the current conflict in Ireland. 'My Neighbour, My Enemy' brought together two Irish families - one Protestant, one Roman Catholic - to argue religious aspects of Northern Ireland's problems. Although the 4 per cent audience involved too few panel members to provide an exact measure of the extent to which the program was enjoyed by those who watched it, the indications are that, on the whole, it was quite well received.
- This week's 'Sunday At Nine' (9:00-10:00 pm) was a comedy drama, GOLD IS WHERE YOU FIND IT, MAYBE. Written by Leslie McFarlane, the story concerns the dilemma that develops in a northern Ontario mining town when several of its residents inadvertently become involved with a slick mining promoter. The 16 per cent audience was about equal in size to the audiences to the two preceding 'Sunday At Nine' dramas, and just over half the size of the audience to the season's first Wayne and Shuster special when it ran in this same slot on September 19. Indications are that many of those who watched 'Gold Is Where You Find It' found it to be an amusing and credible tale; others, however, were much less impressed, finding the comedy somewhat strained, the plot generally weak or, in some cases, "far-fetched" and a little too "ridiculous" for their taste. As a result, the overall index of audience enjoyment was a not-too-high 63 - about on a par with the opening 'Sunday At Nine' drama 'Firing Squad' and just slightly higher than the index for last week's 'When The Bough Breaks'.
- CBC WEEKEND (Sunday 10:00-11:00 pm) this week included the second and concluding part of its documentary on 'The Rise and Fall of Bernie Cornfeld'; a report on the founding convention of Action Canada and a talk with the movement's leader Paul Hellyer; and a profile of Joe Borowski following his resignation from the Manitoba Cabinet over the abortion issue. The index of enjoyment for the program as a whole was 73 - about average for 'Weekend' so far this season and last. The 11 per cent audience to Sunday's program, though up slightly from last week, was still somewhat smaller than the usual (13 per cent) audience to 'Weekend' last season. In the common CBC-CTV coverage area, where CTV opposition to 'Weekend' has changed from last season's 'Marcus Welby' to 'Mannix', the CBC program was this week outdrawn by the CTV show in an audience ratio of about 3:2.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 1-7, 1971

| DAY        | TIME<br>(Eastern, pm)      | CBC PROGRAM                                   | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM  |
|------------|----------------------------|---|--|--|
| FRI<br>1ST | 7:00- 7:30                 | Local Programming                             |  | 11 ROOM 222  |
|            | 7:30- 8:00                 | Not Complete Network                          |  | 9 THE PARTNERS   |
|            | 8:00- 8:30                 | ROWAN AND MARTIN                              | 23   | 15 FRIDAY NIGHT MOVIE<br>( 'Tell Them Willie Boy<br>is Here' ) |
|            | 8:30- 9:00                 |   |  |  |
|            | 9:00- 9:30                 | TOMMY HUNTER                                  | 23   |  |
|            | 9:30-10:00                 |   |  |  |
|            | 10:00-10:30<br>10:30-11:00 | Not Complete Network                          |  | 13 F.B.I.  |
| SUN<br>3RD | 7:00- 7:30                 | THE ROVERS                                    | 17   | 1 + STORY THEATRE  |
|            | 7:30- 8:00                 | JIMMY STEWART                                 | 19   | 13 MOD SQUAD   |
|            | 8:00- 8:30                 | FLIP WILSON                                   | 33   | 7 SHIRLEY'S WORLD  |
|            | 8:30- 9:00                 |   |  | 6 W5   |
|            | 9:00- 9:30                 | 'GOLD IS WHERE YOU FIND IT,<br>MAYBE'         | 14   | 14 MANNIX  |
|            | 9:30-10:00                 |   |  |  |
|            | 10:00-10:30<br>10:30-11:00 | CBC WEEKEND                                   | 10   |  |
| MON<br>4TH | 7:00- 7:30                 | Local Programming                             |  | 11 + DORIS DAY   |
|            | 7:30- 8:00                 | Not Complete Network                          |  | 15 MEDICAL CENTER  |
|            | 8:00- 8:30                 | THE PARTRIDGE FAMILY                          | 24   |  |
|            | 8:30- 9:00                 | CANNON  | 23   | 11 NICHOLS   |
|            | 9:00- 9:30                 |   |  | 13 PIG 'N' WHISTLE   |
|            | 9:30-10:00                 | Not Complete Network                          |  | 14 IRONSIDE  |
|            | 10:00-10:30<br>10:30-11:00 | * THE NATURE OF THINGS                        | 6  |  |
| TUE<br>5TH | 7:00- 7:30                 | Local Programming                             |  | Not Complete Network   |
|            | 7:30- 8:00                 |   |  |  |
|            | 8:00- 8:30                 | * MARY TYLER MOORE                            | 13   | 20 MARCUS WELBY, M.D.  |
|            | 8:30- 9:00                 | CAROL BURNETT                                 | 27   | Not Complete Network   |
|            | 9:00- 9:30                 |   |  |  |
|            | 9:30-10:00                 | TELESCOPE                                     | 7  | 9 IAN TYSON  |
|            | 10:00-10:30<br>10:30-11:00 | TUESDAY NIGHT ('Crisis: October<br>Plus One') | 7  | 14 THE PERSUADERS  |
| THU<br>7TH | 7:00- 7:30                 | Local Programming                             |  | 14 + FUNNY FACE  |
|            | 7:30- 8:00                 | Not Complete Network                          |  | 16 LONGSTREET  |
|            | 8:00- 8:30                 | * O'HARA, UNITED STATES<br>TREASURY           | 17   | 23 DEAN MARTIN   |
|            | 8:30- 9:00                 |   |  |  |
|            | 9:00- 9:30                 | Not Complete Network                          |  | 9 HERE COME THE SEVENTIES                                      |
|            | 9:30-10:00                 |   |  | 10 THE BOLD ONES   |
|            | 10:00-10:30<br>10:30-11:00 |   |  |  |
| S-S        | 11:00-11:20                | * CBC NEWS                                    | 14   | 8 * CTV NEWS   |

+ Not carried (on this day and at this time) on all CTV stations.

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

NOTE: 'Live' (i.e. non-delayed programming on Saturday and Wednesday evening; this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Saturday and Wednesday data in this table.



- In 'The Great Canadian Comic Books', TELESCOPE (Tuesday 9:30-10:00 pm) this week looked back at some of the heroes of the Canadian wartime 'comics'. With no significant difference in the extent to which the program was enjoyed by its younger and older viewers, the overall audience enjoyment index was 64. So far this season, enjoyment of 'Telescope' broadcasts has ranged from a peak index of 82 for last week's profile of 'Ma' Murray, to a low of 59 for the previous week's David Steinberg program. At 9 per cent, the audience to Tuesday's edition was somewhat smaller than the audience to any of the three preceding 'Telescope' programs this season, smaller also than the average audience of 12 per cent for the series last season when it ran in the earlier 8:30-9:00 pm Tuesday slot.
- This week's program in the TUESDAY NIGHT series (10:00-11:00 pm) was 'Crisis: October Plus One', a documentary marking the anniversary of last year's FLQ crisis in Quebec. Hosted by journalist-broadcaster Peter Desbarats, the program presented a chronological account of the events from the time of the Cross-Laporte kidnappings through to the discovery of Laporte's body and Cross's eventual release. Also discussed were the kidnappings in relation to similar events in other parts of the world, Canada's response to the crisis and the invocation of the War Measures Act. At 7 per cent the audience was about average for 'Tuesday Night' so far this season and just slightly smaller than the audiences the series was attracting in the early weeks of last season. The situation in the common CBC-CTV reception area also remained the same this week as in the past few weeks with 'Tuesday Night' being heavily outdrawn (ratio 2:1) by the opposing CTV series 'The Persuaders'. With an enjoyment index of 75, 'Crisis: October Plus One' about matched the high level of performance of two of the three preceding 'Tuesday Night' broadcasts - those on Niagara Falls and on Northern Ireland - and was much more enjoyed by those who watched it than was last week's program on Canada's image abroad (index 67).
- TAKE THIRTY (weekdays 3:00-3:30 pm) had another generally favourable reception this week, the average index of enjoyment for the five broadcasts being 76. This same index of enjoyment (76) was attained by the Friday current affairs program that featured talks with Walter Stewart, author of the recently published "Shrugg: Trudeau in Power", and with Action Canada leader Paul Hellyer and Barnett Danson, parliamentary secretary to the Prime Minister. None of the four remaining 'Take Thirty' programs had an audience quite big enough to allow calculation of an index of enjoyment; however, indications are that the Thursday visit to Vancouver Island's Long Beach Provincial Park and the Tuesday 'Take Thirty' on the FLQ crisis were much more favourably received than either the Monday or Wednesday program. The content of the latter two programs: on Monday, a talk with former British Labour Party deputy leader Lord George Brown, and on Wednesday, a discussion of charter vs regular flights and a look at some of the latest camera equipment. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five days, 8 per cent.

- . Making its second appearance on the metronet and some CBC affiliated stations at 10:00-11:00 pm on Thursday, the MIDWEEK current affairs series this week devoted almost its entire program time to an examination of the United States economy with particular emphasis on that evening's address by President Nixon and the effect of current U.S. economic policies on Canada. The only other item on the program was a brief visit to Rouyn-Noranda for a birthday celebration by Social Credit Leader Real Caouette. With viewing remaining at the same low 3 per cent level of the series' opening broadcast, too few panel members were again involved to provide a reliable indication of viewer enjoyment.
- . The British comedy series NO, THAT'S ME OVER HERE this week made its debut on the full network in the Wednesday 8:30-9:00 pm slot. The series had appeared twice before (on September 16 and 23) in the Thursday 10:00-10:30 pm slot on CBC metronet stations but, because of insufficient advance notice of scheduling, no audience information was available on either of these occasions. This week's edition, which in the three most western provinces ran directly against the CTV network's coverage of a Hamilton-Saskatchewan CFL Football game, drew a very small prime-time audience of 7 per cent. Nor was the program particularly well received by those who did watch it, its index of audience enjoyment being just 66.
- . This week's program in the Wednesday 9:00-10:00 pm full network slot was VIRGIN QUEST, an account of an underwater expedition, sponsored by the Royal Ontario Museum, to the Anegada Reef just off the British Virgin Islands. The broadcast drew a 10 per cent audience and rated a fairly high enjoyment index of 79.
- . At 10:00-10:50 pm on Wednesday, the full network carried a special BBC-produced profile of NFB film artist Norman McLaren. Entitled THE EYE HEARS, THE EAR SEES, the program drew only a 4 per cent national audience and, like many previous CBC programs on personalities in the world of art, was not particularly well received by the majority of those who watched it - index of enjoyment for the audience as a whole, 61.
- . For the first time this season the metronet series SINGALONG JUBILEE was this week shown in its scheduled Wednesday 7:30-8:00 pm slot all across the country. Viewing was at the 6 per cent mark nationally, 8 per cent within the metronet area where the program is fully available. With an index of audience enjoyment of 77, this week's show, featuring singer-composer Shirley Eikhard as special guest, was about as much enjoyed as were this season's two preceding 'Singalong' programs, and somewhat more enjoyed than the average 'Singalong' program of last season - index 74. (Information on viewers' reactions to the individual musical items on this program has been separately reported.)

- . Broadcast in its usual Monday 7:30-8:00 pm slot on the metronet and some CBC-affiliated stations, THE IRISH ROVERS this week presented the first of ten 'Music Hall' specials to be shown throughout the season. At 14 per cent nationally and 15 per cent within the metronet area where the series is fully available, this week's audience was about the same size as the audience to each of the two preceding broadcasts in the 'Irish Rovers' series. Featuring Jimmy Kennedy as host, Tessie O'Shea as special guest and a cast of performers that excluded the Rovers themselves, this first 'Music Hall' special was not, however, nearly as well received by those who watched it as regular 'Irish Rovers' broadcasts normally are. Throughout its initial run on the network in April and May of last season, and again in its first two appearances this season, the regular 'Irish Rovers' series has consistently rated indices of enjoyment in the high 84-87 range; Monday's 'Music Hall' in contrast rated an audience enjoyment index of only 74. (Further information on audience reactions to this first 'Irish Rovers Music Hall' has been separately reported.)
- . HYMN SING this week returned to the metronet and some CBC affiliated stations in its usual Sunday 5:30-6:00 pm slot in all areas except the Atlantic Provinces. Both nationally and within the metronet area, the audience to the opening program was 6 per cent - 2-3 percentage points smaller than audiences to 'Hymn Sing' broadcasts in the early weeks of last season. As always, however, the program was highly acclaimed by those who saw it, the enjoyment index this week being 82.
- . The Thursday evening music series IN THE MOOD (9:00-9:30 pm on the metronet and some affiliate stations) this week had its least favourable audience reception so far this season. At 66, the index for Thursday's Stan Kenton show was some 6-9 points lower than indices for the three preceding 'In The Mood' broadcasts. The 4 per cent national, 5 per cent metronet area audience to this fourth program was also slightly smaller than audiences to the two immediately preceding 'In The Mood' broadcasts.
- . On Thursday at 9:30-10:00 pm, the metronet and some CBC affiliated stations this week carried the third program of the new CBC-produced TO SEE OURSELVES drama series. This week's play, 'Watcha Gonna Do Boy? Watcha Gonna Be?', starred Don Scardino, Bruno Gerussi and Sydney Brown. The size of the audience, virtually unchanged from the previous two weeks, was 3 per cent both nationally and within the metronet area where the program was fully available - an audience involving too few panel members to permit calculation of an index of audience enjoyment.
- . At 8:00-10:00 pm on Saturday, when network stations west of Manitoba were covering a Montreal-Vancouver CFL Football game, CBC stations in the east carried the award-winning Canadian film GOIN' DOWN THE ROAD. Produced by Don Shebib, it tells the story of Peter and Joey, two Maritimers attempting to establish new lives for themselves in Toronto.



The national audience was 13 per cent, equivalent to a 17 per cent audience in the eastern part of the country where the program was fully available. Though much enjoyed by viewers in the larger metropolitan centres (index a high 78), 'Goin' Down The Road' was much less favourably received in the smaller towns and rural areas of the country (index 52) resulting in an index of only 63 for the audience as a whole.

- . At 10:00-11:00 pm on Friday, the new WORLD TV SHOWCASE series made its debut on CBC metronet stations. The opening play, 'To Build A Fire', was a British adaptation of a Jack London story of the Klondike, narrated by Orson Welles and starring Ian Hogg. It drew a 3 per cent national, 4 per cent metronet-area audience - slightly smaller than the audience in this same Friday at 10:00 pm slot last season to the repeat run of 'The Forsyte Saga' - and involving too few panel members to permit calculation of audience enjoyment index.
- . Once again the comedy-variety series LET'S CALL THE WHOLE THING ORFF was by far the least favourably received of all network programs (CTV or CBC) broadcast this week, the index of enjoyment being a very low 37 - up just slightly from the indices of 30-32 for the initial two 'Orff' programs. Pre-empted in Manitoba and broadcast on Saturday at 7:00-7:30 pm (8:00-8:30 pm ADT) elsewhere across the country, the series this week drew a 4 per cent national, 5 per cent metronet-area audience.

CBC Research  
Ottawa

# A CBC RESEARCH REPORT

TV/71/40

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 8-14, 1971

### THIS WEEK

Special programming disrupting the regular network schedule this week included live coverage of five 'World Series Baseball' games, the National Social Credit Convention in Ottawa, and Finance Minister Benson's October 14 Press Conference. Due to insufficient advance notice of scheduling, however, no audience information is available on the two last-mentioned broadcasts. The week also marked the season debut of 'Hockey Night In Canada' and of the post-hockey 'Countrytime' series.

The many regular network programs pre-empted throughout the country this week included 'Analog', 'Country Canada', 'Sunday At Nine', 'CBC Weekend', 'No, That's Me Over Here', 'Midweek' and two editions of 'Family Court', 'Galloping Gourmet' and 'Take Thirty'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty Viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 8 - 14, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| HOCKEY NIGHT IN CANADA                         | Sat. 8:00-10:40           | 36                  | 85                    |
| CAROL BURNETT                                  | Tue. 8:30- 9:30           | 35                  | 81                    |
| +* FLIP WILSON                                 | Sun. 8:00- 9:00           | 32                  | 85                    |
| WORLD SERIES BASEBALL                          | Wed. 8:00-11:10           | 29                  | 86                    |
| * THE WONDERFUL WORLD OF DISNEY                | Sun. 6:00- 7:00           | 27                  | 89                    |
| ROWAN AND MARTIN                               | Fri. 8:00- 9:00           | 27                  | 70                    |
| THE PARTRIDGE FAMILY                           | Mon. 8:00- 8:30           | 26                  | 79                    |
| CANNON   | Mon. 8:30- 9:30           | 26                  | 84                    |
| MARY TYLER MOORE                               | Tue. 8:00- 8:30           | 25                  | 80                    |
| TOMMY HUNTER                                   | Fri. 9:00-10:00           | 24                  | 82                    |
| * O'HARA, UNITED STATES TREASURY               | Thu. 8:00- 9:00           | 21                  | 78                    |
| FRONT PAGE CHALLENGE                           | Mon. 9:30-10:00           | 21                  | 81                    |
| WORLD SERIES BASEBALL                          | Sat. 1:00- 3:20           | 19                  | 84                    |
| * JIMMY STEWART                                | Sun. 7:30- 8:00           | 18                  | 72                    |
| * THE ROVERS                                   | Sun. 7:00- 7:30           | 17                  | 73                    |
| WORLD SERIES BASEBALL                          | Mon. 1:00- 4:00           | 15                  | 81                    |
| * CBC NATIONAL NEWS                            | S-S 11:00-11:21           | 14                  | 81                    |
| COUNTRYTIME                                    | Sat. 10:43-11:00          | 13                  | 77                    |
| WORLD SERIES BASEBALL                          | Thu. 1:00- 3:28           | 12                  | 88                    |
| WORLD SERIES BASEBALL                          | Tue. 1:00- 4:30           | 11                  | 87                    |
| TUESDAY NIGHT ('The City That Waits to Die')   | Tue. 10:00-11:00          | 10                  | 88                    |
| ≠ EDGE OF NIGHT                                | M-F 3:30- 4:00            | 9                   | 87                    |
| THE NATURE OF THINGS ('Cancer')                | Mon. 10:00-10:30          | 7                   | 87                    |
| FOOTBALL-NFL (New Orleans at Chicago)          | Sun. 2:00- 4:46           | 6                   | 72                    |
| ≠ TELESCOPE (Profile of Conductor Boris Brott) | Tue. 9:30-10:00           | 5                   | 61                    |
| ≠ PAUL BERNARD PSYCHIATRIST                    | M-F 4:00- 4:30            | 4                   | 51                    |
| * TOMMY TOMPKINS                               | Wed. 4:30- 5:00           | 3                   | \$                    |
| TAKE THIRTY                                    | F & W 3:00- 3:30          | 3                   | 76                    |
| NATION'S BUSINESS (Progressive Conservative    | Sun. 11:30-11:36          | 3                   | \$                    |
| ≠ MAN ALIVE Party)                             | Mon. 10:30-11:00          | 2                   | \$                    |
| MUSIC TO SEE                                   | Sun. 5:00- 5:30           | 2                   | \$                    |
| SPORTS WEEK                                    | Sun. 4:30- 5:00           | 1                   | \$                    |

+ Joined in progress in some areas.

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

≠ Pre-empted in some areas (in case of multi-day programs, on one or more occasions).

\$ Sample too small for reliable reporting of enjoyment level.



## THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worth-while', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

## PROGRAM NOTES

- The two CBC network programs drawing the biggest audiences this week were the opening 'Hockey Night In Canada' broadcast and the 'Carol Burnett' show. At 36 per cent, the national audience to HOCKEY NIGHT IN CANADA (Saturday 8:00-10:40 pm eastern time) was about the same size as the audience attracted to the first Saturday 'Hockey' telecast last season. This week's New York-Montreal contest, which ended in a 4-all tie, was also specially well received with an audience enjoyment index of 85.
- In its Tuesday 8:30-9:30 pm slot, CAROL BURNETT is normally opposed on CTV stations by the medical drama 'Marcus Welby'; this week, however, it ran against the CTV network's 8:00-9:00 pm special documentary 'Flight Of Arctic 7'. (No audience data is available on this CTV special.) The 'Burnett' program increased its usual audience within the common CBC-CTV coverage area and, at the national level, drew a 35 per cent audience that surpassed by some 2-5 percentage points the audiences that have previously been recorded for the series this season. Guest performers on this occasion were Ken Berry and Cass Elliot; the index of enjoyment for the audience as a whole, a typically high 81.
- CBC network programming this week included live coverage of the first five games of this year's seven WORLD SERIES BASEBALL games between the Baltimore Orioles and the Pittsburgh Pirates. Typical of audience reactions to 'World Series' playoffs in past seasons, each of this week's games was very well received with an audience enjoyment index in the high 81-88 range.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 8-14, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>   |                           |                     |                       |
| THE IRISH ROVERS  | Mon. 7:30- 8:00           | 14                  | 81                    |
| HYMN SING   | Sun. 5:30- 6:00           | 4                   | 88                    |
| * IN THE MOOD   | Thu. 9:00- 9:30           | 3                   | \$                    |
| * VIEWPOINT   | M-F 11:22-11:29           | 3                   | 73                    |
| * UPDATE  | Sat. 6:00- 6:30           | 3                   | \$                    |
| THE GALLOPING GOURMET   | F&W 2:00- 2:30            | 2                   | \$                    |
| * LET'S CALL THE WHOLE THING ORFF   | Sat. 7:00- 7:30           | 2                   | \$                    |
| FAMILY COURT  | F&W 1:30- 2:00            | 2                   | \$                    |
| * TO SEE OURSELVES ('Mortimer Griffin,<br>Shalinsky And How They Settled The Jewish<br>Question') | Thu. 9:30-10:00           | 2                   | \$                    |
| * REPLAY  | Sat. 6:30- 7:00           | 2                   | \$                    |
| <u>CBC METRONET</u>   |                           |                     |                       |
| * THE WONDERFUL WORLD OF DISNEY   | Sun. 6:00- 7:00           | 14                  | 87                    |
| DICK VAN DYKE   | Fri. 7:30- 8:00           | 9                   | 81                    |
| * GET SMART   | M-F 5:30- 6:00            | 8                   | 78                    |
| * SINGALONG JUBILEE   | Wed. 7:30- 8:00           | 6                   | 72                    |
| * GETTING TOGETHER  | Thu. 7:30- 8:00           | 5                   | 74                    |
| WORLD TV SHOWCASE ('In Search Of Chaplin')  | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV NETWORK</u>  |                           |                     |                       |
| DEAN MARTIN   | Thu. 8:30- 9:30           | 19                  | 80                    |
| IRONSIDE  | Mon 10:00-11:00           | 17                  | 81                    |
| FOOTBALL-CFL (Regina at Calgary)  | Mon. 5:00- 7:30           | 13                  | 85                    |
| ROOM 222  | Fri. 7:00- 7:30           | 13                  | 78                    |
| F.B.I.  | Fri. 10:00-11:00          | 13                  | 78                    |
| MOD SQUAD   | Sun. 7:30- 8:30           | 13                  | 83                    |
| LONGSTREET  | Thu. 7:30- 8:30           | 12                  | 75                    |
| MEDICAL CENTER  | Mon. 7:30- 8:30           | 12                  | 82                    |
| * ACADEMY PERFORMANCE ('The Cockeyed Cowboys<br>of Calico County')                                | Sat. 8:00-10:00           | 12                  | 77                    |
| THE PERSUADERS  | Tue. 10:00-11:00          | 12                  | 80                    |
| FRIDAY NIGHT MOVIE ('The Impatient Heart')  | Fri. 8:00-10:00           | 11                  | 61                    |
| MANNIX  | Sun. 10:00-11:00          | 11                  | 80                    |
| + FUNNY FACE  | Thu. 7:00- 7:30           | 11                  | 72                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00           | 11                  | 73                    |
| △ FOOTBALL -CFL (Toronto at Montreal)   | Sun. 2:00- 4:37           | 10                  | 82                    |
| THE PARTNERS  | Fri. 7:30- 8:00           | 9                   | 73                    |
| ROLLIN' ON THE RIVER  | Sat. 7:00- 7:30           | 8                   | 68                    |
| FOOTBALL -CFL (Vancouver at Hamilton)   | Mon. 2:00- 4:35           | 8                   | 73                    |
| HERE COME THE SEVENTIES   | Thu. 9:30-10:00           | 8                   | 79                    |
| IAN TYSON   | Tue. 9:30-10:00           | 8                   | 64                    |
| SHIRLEY'S WORLD   | Sun. 8:30- 9:00           | 8                   | 64                    |
| CTV NATIONAL NEWS   | S-S 11:00-11:18           | 7                   | 78                    |
| + DORIS DAY   | Mon. 7:00- 7:30           | 6                   | 73                    |
| WIDE WORLD OF SPORTS  | Sat. 4:30- 6:00           | 6                   | 80                    |
| W5  | Sun. 9:00-10:00           | 6                   | 67                    |
| □ FOOTBALL -CFL (Winnipeg at Edmonton)  | Sun. 2:00- 4:30           | 6                   | 81                    |
| + UNTAMED WORLD   | Sun. 5:00- 5:30           | 5                   | 84                    |
| ANYTHING YOU CAN DO   | Tu-F 3:30- 4:00           | 4                   | 81                    |
| STORY THEATRE   | Sun. 7:00- 7:30           | 4                   | 45                    |
| ANOTHER WORLD   | F&W 3:00- 3:30            | 3                   | 84                    |
| MAN TRAP  | Tu-F 2:30- 3:00           | 3                   | 72                    |
| + SPORTS BEAT '71   | Wed. 10:30-11:00          | 2                   | \$                    |

\* Re-scheduled in some areas (in cases of multi-day programs, on one or more occasions.)

† Joined in progress in some areas.

‡ Not telecast in Alberta

+ Not carried (on this day and at this time) on all CTV stations.

△ Eastern network only

□ Western network only

\$ Sample too small for reliable reporting of enjoyment level.

The first-ever evening 'World Series' contest (on Wednesday 8:00-11:10 pm eastern time) drew a 29 per cent audience - much the biggest audience to a 'World Series' broadcast since the 1968 series. The audience to the Saturday afternoon opening game was 19 per cent, to the three weekday afternoon contests, 11-15 per cent - about equal in size to the corresponding audiences to the 1970 World Series.

Saturday of this week also marked the season premiere of the post-hockey COUNTRYTIME country music series. Joined in progress at 10:43-11:00 pm EDT, the opening program drew a 13 per cent national audience - the same size of audience that was attracted to the pre-hockey premiere of 'Countrytime' last season, but somewhat smaller than the 16-18 per cent audiences that the 1970-71 'Countrytime' series drew during the early months of the season once the Saturday 'Hockey' broadcasts had begun. Those who watched this week's first 'Countrytime' show much enjoyed it, its enjoyment index of 77 about equalling the average index for last season's 'Countrytime' programs. Featured guests on this occasion were 'Tommy Hunter' regulars, The Allan Sisters.

This week's program in the TUESDAY NIGHT (10:00-11:00 pm) series was 'The City That Waits To Die', a BBC-produced documentary on the efforts of a small group of scientists to save San Francisco from the consequences of an earthquake which they are convinced the city will experience at some future date. The 10 per cent audience to the program was bigger than any previously attracted to a 'Tuesday Night' broadcast this season (6-8 per cent), but still somewhat smaller than the 12-13 per cent audiences that 'Tuesday Night' drew throughout the month of October last season. This increased level of viewing 'Tuesday Night' at the national level was also reflected in the common CBC-CTV coverage area where the series this season runs against 'The Persuaders' on CTV stations. As a result, the CTV's usual Tuesday 10-11 pm audience lead (of about 2:1) over the CBC was this week reduced to less than 5:3.

'The City That Waits to Die' was also by far the most favourably received of this season's 'Tuesday Night' broadcasts. It was widely regarded as a well-documented program of compelling interest, and the majority of those who watched it felt they had learned a great deal about a situation of which they had apparently little or no prior knowledge. The audience enjoyment index of 88 was one of the highest for a network program this week and was, in fact, some 5-6 index points higher than the peak enjoyment level attained by any 'Tuesday Night' program last season. Other aspects of this week's program that were singled out for special praise were the photography - particularly that of the Anchorage earthquake - and the clarity and detail of the presentation itself.

Marking the 25th anniversary of the National Cancer Institute of Canada, THE NATURE OF THINGS (Monday 10:00-10:30 pm) this week presented 'Cancer In Canada' - a discussion of Canada's pioneer work in radiation therapy, the cobalt bomb treatment and chemotherapy, and of recent Canadian developments in cancer research. Commenting were Dr. James Till of Toronto's



TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 8-14, 1971

| DAY         | TIME<br>(Eastern, pm) | CBC PROGRAM                                       |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM                                     |
|-------------|-----------------------|---|----|--|---|
| FRI<br>8TH  | 7:00- 7:30            | Local Programming                                 |    | 14   | ROOM 222  |
|             | 7:30- 8:00            | Not Complete Network                              |    | 10   | THE PARTNERS                                    |
|             | 8:00- 8:30            | ROWAN AND MARTIN                                  | 24 | 11   | FRIDAY NIGHT MOVIE<br>( 'The Impatient Heart' ) |
|             | 8:30- 9:00            |   |    |  |   |
|             | 9:00- 9:30            | TOMMY HUNTER                                      | 21 |  |   |
|             | 9:30-10:00            |   |    |  |   |
|             | 10:00-10:30           | Not Complete Network                              |    | 14   | F.B.I.  |
| 10:30-11:00 |                       |   |    |  |   |
| MON<br>11TH | 7:00- 7:30            | Local Programming                                 |    | 7  | +DORIS DAY                                      |
|             | 7:30- 8:00            | Not Complete Network                              |    | 13   | MEDICAL CENTER                                  |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY                              | 24 |  |   |
|             | 8:30- 9:00            | CANNON  | 23 | #  | NATIONAL GEOGRAPHIC<br>SPECIAL                  |
|             | 9:00- 9:30            |   |    |  |   |
|             | 9:30-10:00            | FRONT PAGE CHALLENGE                              | 18 | 11   | PIG 'N' WHISTLE                                 |
|             | 10:00-10:30           | THE NATURE OF THINGS                              | 7  | 20   | IRONSIDE  |
|             | 10:30-11:00           | Not Complete Network                              |    |  |   |
| TUE<br>12TH | 7:00- 7:30            | Local Programming                                 |    | Not Complete Network                           |   |
|             | 7:30- 8:00            |   |    |  |   |
|             | 8:00- 8:30            | MARY TYLER MOORE                                  | 22 | #  | 'FLIGHT OF ARCTIC 7'                            |
|             | 8:30- 9:00            | CAROL BURNETT                                     | 33 |  |   |
|             | 9:00- 9:30            |   |    |  |   |
|             | 9:30-10:00            | Not Complete Network                              |    | 8  | IAN TYSON                                       |
|             | 10:00-10:30           | TUESDAY NIGHT ( 'The City<br>That Waits To Die' ) | 9  | 14   | THE PERSUADERS                                  |
| 10:30-11:00 |                       |   |    |  |   |
| S-S         | 11:00-11:20           | *CBC NEWS   | 13 | 8  | CTV NEWS  |

+ Not carried (on this day and at this time) on all CTV stations.

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Sunday, Wednesday and Thursday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday, Sunday, Wednesday and Thursday data in this table.

Princess Margaret Hospital and Dr. Robert Taylor of the National Cancer Institute. The national audience, unchanged from the week before, was 7 per cent - about equal in size to the smallest 'Nature Of Things' audiences of last season (average 10 per cent). Within the common CBC-CTV area, 'The Nature Of Things' was again this week heavily outrated (audience ratio almost 3:1) by CTV's 'Ironside'. The reaction to this 'Cancer' program of those who watched it, however, was highly favourable, the enjoyment index of 87 for the audience as a whole being as high as any recorded for a 'Nature Of Things' program last season and a full 10 index points above the enjoyment norm for last season's series as a whole.

- Following this, at 10:30-11:00 pm Monday, in all areas except Ontario where it was pre-empted by Provincial Election programming, MAN ALIVE presented an interview with Bishop Alex Carter on the current Vatican Synod of Bishops in Rome. With viewing at the low 2 per cent level, too few panel members were involved to give any indication of the extent to which the program was enjoyed by those who watched it.
- At 9:30-10:00 pm on Tuesday, in all areas except Ontario, TELESCOPE this week profiled the life of Boris Brott, conductor of three Canadian symphony orchestras. Viewer reaction to the program was not particularly enthusiastic, the enjoyment index of 61 for the audience as a whole being some 8 points below the average index of the four earlier 'Telescope' broadcasts this season, individual indices for which have ranged from a high of 82 for the September 28 profile of newswoman Margaret Murray, to 59 for the previous week's program on comedian David Steinberg. Lacking exposure in Ontario, the audience to Tuesday's 'Telescope' was 5 per cent - about half the size of the usual national audience on all network stations.
- In its new Monday at 9:30-10:00 pm slot, FRONT PAGE CHALLENGE continues to draw a very substantial audience (21 per cent) that is just slightly smaller than the average (23-24 per cent) audience maintained by the 1970-71 'Challenge' series which ran one hour earlier on Monday evenings. This size of audience ranks 'Front Page Challenge', along with the hour-long 'Tommy Hunter' show, as the network's biggest audience attraction among home-produced programs after the Saturday evening 'Hockey' series. In the common CBC-CTV reception area, the CTV's 'Pig 'N' Whistle' continues each week to be outrated by 'Challenge' in an audience ratio of about 3:2. And, in its 15th season on the network, the series is still as much enjoyed by those who watch it as in previous seasons, the index of audience enjoyment for this week's program being a typically high 81.
- The IRISH ROVERS (Monday 7:30-8:00 pm on the metronet and some CBC affiliate stations) this week returned to its regular format with a program featuring The Rovers as hosts to John Allan Cameron and Sandy Baron.

With an index of 81, audience enjoyment of the program returned to almost the same high level that it had reached in its first two weeks of the season (indices 85), and surpassed by 7 points the index for last week's special 'Music Hall' broadcast. The size of the audience to Monday's program was 14 per cent nationally, 15 per cent within the metronet area where the series is fully available - unchanged from previous weeks this season but again slightly smaller than audiences attracted to 'Irish Rovers' programs in most weeks last season when it ran in the same Monday slot during the months of April and May. (Information on viewers' reactions to the individual musical items on this week's 'Irish Rovers' has been separately reported.)

At 24 per cent, the audience to this week's TOMMY HUNTER program (Friday 9:00-10:00 pm) was mid-way between the 20 per cent audience to the September 24 series' opener, and the unusually big 27 per cent audience to last week's broadcast. So far this season the 'Tommy Hunter' series has been very well received, the index for each of its three shows - including Friday's with guest singer Debbië Lori Kaye - being in the high 80-82 range. This is about the same high level of audience enjoyment that was maintained by the series throughout the fourth quarter of the 1970-71 season and much higher, incidentally, than enjoyment levels attained by 'Tommy Hunter' programs during the previous season when it ran for half an hour on Sunday evenings (average index 73).

As was the case when it made its debut appearance on CBC metronet stations the week before, WORLD TV SHOWCASE (Friday 10:00-11:00 pm) this week had an audience involving too few panel members to provide any indication of viewer enjoyment of the program. The British production, entitled 'In Search Of Chaplin', took viewers on a musical romp through Victorian and Edwardian England following the early career and initial stage success of Charles Chaplin. The audience, down slightly from the week before, was 2 per cent both nationally and within the metronet area where the program was fully available.



# A CBC RESEARCH REPORT

TV/71/41

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 15-21, 1971

### THIS WEEK

Special network programs this week included telecasts of two World Series Baseball games and two documentaries, one on the small town of Lunenburg in Nova Scotia, another on the Caribou Gold Rush of the 1860's. Other network 'specials' scheduled at too late a date to be included in this week's questionnaire, and on which no audience information is therefore available, included a Monday evening program on the Ontario Election, live coverage of Wednesday's press conference for Soviet Premier Kosygin, and a comedy, 'St. Leotards Academy of Jocular Rejoinders'. In Ontario, results of the provincial election were reported in a three-hour special program on Thursday evening.

Regular CBC series pre-empted throughout the country this week included 'NFL Football', 'The Nature Of Things' and 'Let's Call The Whole Thing Orff'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty Viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 15-21, 1971

| PROGRAM                                 | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| HOCKEY NIGHT IN CANADA                  | Sat. 8:00-10:39           | 37                  | 80                    |
| FLIP WILSON                             | Sun. 8:00- 9:00           | 37                  | 81                    |
| THE WONDERFUL WORLD OF DISNEY           | Sun. 6:00- 7:00           | 34                  | 86                    |
| CAROL BURNETT                           | Tue. 8:30- 9:30           | 31                  | 79                    |
| WORLD SERIES BASEBALL                   | Sun. 2:00- 4:19           | 28                  | 90                    |
| THE PARTRIDGE FAMILY                    | Mon. 8:00- 8:30           | 26                  | 82                    |
| CANNON                                  | Mon. 8:30- 9:30           | 26                  | 78                    |
| WORLD SERIES BASEBALL                   | Sat. 1:00- 4:12           | 24                  | 89                    |
| JIMMY STEWART                           | Sun. 7:30- 8:00           | 24                  | 75                    |
| FRONT PAGE CHALLENGE                    | Mon. 9:30-10:00           | 24                  | 79                    |
| THE ROVERS                              | Sun. 7:00- 7:30           | 23                  | 74                    |
| + ROWAN AND MARTIN                      | Fri. 8:00- 9:00           | 22                  | 68                    |
| MARY TYLER MOORE                        | Tue. 8:00- 8:30           | 21                  | 78                    |
| TOMMY HUNTER                            | Fri. 9:00-10:00           | 20                  | 82                    |
| CBC NATIONAL NEWS                       | S-S 11:00-11:21           | 15                  | 80                    |
| ¢ O'HARA, UNITED STATES TREASURY        | Thu. 8:00- 9:00           | 14                  | 80                    |
| ‡ COUNTRYTIME                           | Sat. 10:40-11:00          | 12                  | 82                    |
| EDGE OF NIGHT                           | M-F 3:30- 4:00            | 11                  | 88                    |
| 'FOUR DAY WONDER' (drama)               | Sun. 9:00-10:00           | 11                  | 55                    |
| 'THE GOLD SEEKERS'                      | Wed. 10:00-11:00          | 9                   | 79                    |
| 'MEN OF LUNENBURG - A VISION LOST'      | Wed. 9:00-10:00           | 9                   | 70                    |
| NO, THAT'S ME OVER HERE                 | Wed. 8:30- 9:00           | 8                   | 69                    |
| CBC WEEKEND                             | Sun. 10:00-11:00          | 7                   | 72                    |
| ¢ THIS LAND                             | Wed. 8:00- 8:30           | 7                   | 77                    |
| TUESDAY NIGHT ('Divided Highway')       | Tue. 10:00-11:00          | 7                   | 67                    |
| ¢ TELESCOPE ('Perth County Conspiracy') | Tue. 9:30-10:00           | 5                   | 51                    |
| MAN ALIVE                               | Mon. 10:30-11:00          | 4                   | 65                    |
| ¢ PAUL BERNARD PSYCHIATRIST             | M-F 4:00- 4:30            | 4                   | 55                    |
| ¢ TAKE THIRTY                           | M-F 3:00- 3:30            | 3                   | 78                    |
| * MUSIC TO SEE                          | Sun. 5:00- 5:30           | 3                   | \$                    |
| NATIONS BUSINESS (New Democratic Party) | Sun. 11:15-11:21          | 2                   | \$                    |
| * COUNTRY CANADA                        | Sun. 1:15- 1:45           | 2                   | \$                    |
| ¢ SPORTS WEEK                           | Sun. 4:20- 4:54           | 2                   | \$                    |
| TOMMY TOMPKINS                          | Wed. 4:30- 5:00           | 1                   | \$                    |

+ Joined in progress at 8:30 pm in Ontario

¢ Pre-empted in some areas (in case of multi-day programs, on one or more occasions)

‡ Broadcast 10:30-11:00 pm EDT in Montreal and British Columbia

\* Re-scheduled in some areas

\$ Sample too small for reliable reporting of enjoyment level.

## THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

## PROGRAM NOTES

- . CBC network programming this week included live coverage of the final two 1971 WORLD SERIES BASEBALL games between the Baltimore Orioles and the Pittsburgh Pirates. The sixth contest on Saturday afternoon drew a 24 per cent national audience, the seventh and deciding game on Sunday afternoon a 28 per cent audience that about equalled the audience to the previous week's first-ever evening 'World Series' contest. Typical of audience reactions to 'World Series' broadcasts in this and past seasons, both these games were very well received with audience enjoyment indices of 89-90.
- . Now in its sixth week in the Sunday 7:00-7:30 pm slot, the Australia-produced adventure series, THE ROVERS, this week drew a 23 per cent audience - bigger by some 2-3 percentage points than the audiences to most preceding 'Rovers' broadcasts and about equal in size to the mid-October (Sunday 7:00-7:30 pm) audiences to last year's 'Adventures In Rainbow Country'. With the index of audience enjoyment of 'The Rovers' now at the 73-74 level, the series is also having a somewhat more favourable audience reception than it had during its first few weeks when it rated indices in the 65-70 range. In the common CBC-CTV coverage area, 'The Rovers' continues to draw a much bigger audience than the directly opposing CTV 'Story Theatre' series - in a ratio this week of about 6:1 in CBC's favour.
- . Maintaining the very high level of audience enjoyment that it has had since its September 24 season premiere, THE TOMMY HUNTER series (Friday 9:00-10:00 pm) this week rated an index of 82 for a program featuring



TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 15-21, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                        |                           |                     |                       |
| THE IRISH ROVERS   | Mon. 7:30- 8:00           | 15                  | 85                    |
| * HYMN SING  | Sun. 5:30- 6:00           | 8                   | 83                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | \$                    |
| † IN THE MOOD  | Thu. 9:00- 9:30           | 2                   | \$                    |
| * FAMILY COURT   | M-F 1:30- 2:00            | 2                   | \$                    |
| * THE GALLOPING GOURMET                                  | M-F 2:00- 2:30            | 2                   | 72                    |
| † TO SEE OURSELVES ('One, Two, Three Little<br>Indians') | Thu. 9:30-10:00           | 2                   | \$                    |
| * UPDATE   | Sat. 6:00- 6:30           | 2                   | \$                    |
| † MIDWEEK  | Thu. 10:00-11:00          | 2                   | \$                    |
| * REPLAY   | Sat. 6:30- 7:00           | 1                   | \$                    |
| * ANALOG   | Sun. 12:45- 1:15          | 1                   | \$                    |
| <u>CBC METRONET</u>                                      |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY                            | Sun. 6:00- 7:00           | 19                  | 85                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 9                   | 81                    |
| GET SMART  | M-F 5:30- 6:00            | 7                   | 76                    |
| GETTING TOGETHER   | Thu. 7:30- 8:00           | 6                   | 77                    |
| † SINGALONG JUBILEE                                      | Wed. 7:30- 8:00           | 5                   | 74                    |
| WORLD TV SHOWCASE ('Visit From A Stranger')              | Fri. 10:00-11:00          | 3                   | \$                    |
| <u>CTV PROGRAMS</u>                                      |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:35           | 27                  | 77                    |
| IRONSIDE   | Mon. 10:00-11:00          | 18                  | 81                    |
| MARCUS WELBY, M.D.                                       | Tue. 8:00- 9:00           | 15                  | 85                    |
| FRIDAY NIGHT MOVIE ('Marriage: Year One')                | Fri. 8:00-10:00           | 15                  | 74                    |
| † DEAN MARTIN  | Thu. 8:30- 9:30           | 15                  | 77                    |
| MEDICAL CENTER   | Mon. 7:30- 8:30           | 13                  | 80                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 12                  | 82                    |
| LONGSTREET   | Thu. 7:30- 8:30           | 12                  | 77                    |
| F.B.I.   | Fri. 10:00-11:00          | 12                  | 82                    |
| ROOM 222   | Fri. 7:00- 7:30           | 12                  | 79                    |
| MANNIX   | Sun. 10:00-11:00          | 12                  | 83                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 12                  | 78                    |
| + DORIS DAY  | Mon. 7:00- 7:30           | 10                  | 74                    |
| FOOTBALL - CFL (Hamilton at Winnipeg)                    | Sun. 3:30- 6:01           | 10                  | 76                    |
| ROLLIN' ON THE RIVER                                     | Sat. 7:00- 7:30           | 9                   | 67                    |
| + FUNNY FACE   | Thu. 7:00- 7:30           | 9                   | 72                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 9                   | 71                    |
| NICHOLS  | Mon. 8:30- 9:30           | 9                   | 74                    |
| THE PARTNERS   | Fri. 7:30- 8:00           | 8                   | 75                    |
| † ACADEMY PERFORMANCE ('To Die In Paris')                | Sat. 8:00-10:00           | 8                   | 75                    |
| IAN TYSON  | Tue. 9:30-10:00           | 8                   | 72                    |
| † THE BOLD ONES  | Thu. 10:00-11:00          | 7                   | 82                    |
| * CTV NATIONAL NEWS                                      | S-S 11:00-11:18           | 7                   | 77                    |
| FOOTBALL - CFL (Edmonton at Vancouver)                   | Sat. 8:00-10:30           | 6                   | 80                    |
| SHIRLEY'S WORLD  | Sun. 8:30- 9:00           | 6                   | 64                    |
| WS   | Sun. 9:00-10:00           | 6                   | 65                    |
| † HERE COME THE SEVENTIES                                | Thu. 9:30-10:00           | 5                   | 57                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30           | 5                   | 78                    |
| † ANYTHING YOU CAN DO                                    | M-F 3:30- 4:00            | 4                   | 82                    |
| WIDE WORLD OF SPORTS                                     | Sat. 4:30- 6:00           | 4                   | 81                    |
| † ANOTHER WORLD  | M-F 3:00- 3:30            | 3                   | 85                    |
| STORY THEATRE  | Sun. 7:00- 7:30           | 3                   | \$                    |
| † MAN TRAP   | M-F 2:30- 3:00            | 3                   | 75                    |
| SPORTS BEAT '71  | Wed. 10:37-11:07          | 3                   | \$                    |

\* Re-scheduled in some area (in case of multi-day programs, on one or more occasions.)

† Pre-empted in some areas (in case of multi-day programs, on one or more occasions.)

+ Not carried (on this day and at this time) on all CTV stations.

Western network only

△ Joined in progress in some areas

\$ Sample too small for reliable for reliable reporting of enjoyment level.

Juliette and Gene MacLellan as guests. The level of viewing, however, was down somewhat from the past two weeks. At 20 per cent, the audience to Friday's 'Hunter' show was 4 percentage points smaller than the audience to last week's broadcast and much below the previous week's peak 'Hunter' audience of 27 per cent.

- . The post-hockey COUNTRYTIME series this week ran as usual from 10:30-11:00 pm EDT Saturday in British Columbia and in the Montreal region, but was joined in progress at 10:40 pm EDT elsewhere across the country. The national audience to the program was 12 per cent - virtually unchanged from the week before and again somewhat smaller than the October-December 'Countrytime' audiences of last year. There was, however, a significant increase in the level of audience enjoyment this week. Taped before a capacity Kennedy Coliseum audience during 'Old Home Week' celebrations in Charlottetown, and featuring country music star Wilf Carter as special guest, the show rated an index of enjoyment of 82 - 3 points above the peak enjoyment level attained by the 'Countrytime' series last season and 5 points higher than last week's index of 77.
- . This week's program in the 'Sunday At Nine' (9:00-10:00 pm) series was THE FOUR DAY WONDER, a comedy-drama by Bruce Martin based on a short story by R.A. Lafferty. Facing specially tough competition this evening from CBS network stations, which at 9:00 pm carried a 90-minute special highlighting Ed Sullivan's 23 years on television, 'Sunday At Nine' drew an audience (11 per cent) that was only about two-thirds as big as the audience to each of the three previous 'Sunday At Nine' dramas this season. While about one-third of those who watched the play indicated that they had very much enjoyed it, a substantial minority of viewers were much less favourably impressed resulting in a low enjoyment index of 55 for the audience as a whole - some 2-8 points lower than individual indices for the three previous dramas in the series.
- . CBC WEEKEND, which followed at 10:00-11:00 pm and was opposed by the final half-hour of the CBS 'Sullivan' special, also drew its smallest audience of the season - 7 per cent as against earlier audiences of 10-11 per cent. This third program of the season included a look at the current economic and employment situation in the country; a report on recent lay-offs at Sarnia's Polymer Corporation; results of a recent CBC Research survey of attitudes toward the government's October 1970 invocation of the War Measures Act; and, in all areas except the Atlantic Provinces, a look at the Ontario election campaign. As a whole the program rated an audience enjoyment index of 72 - about equal to that for the October 3 'CBC Weekend' but somewhat short of the index of 75 attained by the series' opener.
- . THIS LAND, the CBC series dealing with the country's natural resources, returned on Wednesday evening for its second season on the network - but this year for a half-hour only, at 8:00-8:30 pm, instead of for an hour as last season when it ran in the Wednesday 10:00-11:00 pm slot. This opening program, which previewed some forthcoming 'This Land' features, had a 7 per cent audience and an enjoyment index of 77. This

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 15-21, 1971

| DAY         | TIME<br>(Eastern, pm) | CBC PROGRAM                       |                   | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS |  | CTV PROGRAM        |    |
|-------------|-----------------------|-----------------------------------|-------------------|--|--|--------------------|----|
| FRI<br>15TH | 7:00- 7:30            | Local Programming                 |                   | 13   |  | ROOM 222           |    |
|             | 7:30- 8:00            | Not Complete Network              |                   | 8  |  | THE PARTNERS       |    |
|             | 8:00- 8:30            | * ROWAN AND MARTIN                | 18                | 16   | FRIDAY NIGHT MOVIE<br>('Marriage: Year One') |                    |    |
|             | 8:30- 9:00            |                                   |                   |  |  |                    |    |
|             | 9:00- 9:30            | TOMMY HUNTER                      |                   |  |  |                    | 16 |
|             | 9:30-10:00            |                                   |                   |  |  |                    |    |
|             | 10:00-10:30           | Not Complete Network              |                   | 14   | F.B.I.                                       |                    |    |
|             | 10:30-11:00           |                                   |                   |  |  |                    |    |
| SAT<br>17TH | 7:00- 7:30            | THE ROVERS                        |                   | 19   | 3  | STORY THEATRE      |    |
|             | 7:30- 8:00            | JIMMY STEWART                     |                   | 20   | 14   | MOD SQUAD          |    |
|             | 8:00- 8:30            | FLIP WILSON                       |                   | 34   |  |                    |    |
|             | 8:30- 9:00            |                                   |                   |  | 7  | SHIRLEY'S WORLD    |    |
|             | 9:00- 9:30            | 'FOUR DAY WONDER'                 |                   | 9  | 6  | W5                 |    |
|             | 9:30-10:00            |                                   |                   |  |  |                    |    |
|             | 10:00- 10:30          | CBC WEEKEND                       |                   | 7  | 14   | MANNIX             |    |
|             | 10:30-11:00           |                                   |                   |  |  |                    |    |
| SUN<br>18TH | 7:00- 7:30            | Local Programming                 |                   | 11   |  | + DORIS DAY        |    |
|             | 7:30- 8:00            | Not Complete Network              |                   | 14   |  | MEDICAL CENTER     |    |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY              |                   |  |  |                    |    |
|             | 8:30- 9:00            | CANNON                            |                   | 22   | 9  | NICHOLS            |    |
|             | 9:00- 9:30            | FRONT PAGE CHALLENGE              |                   | 20   | 9  | PIG 'N' WHISTLE    |    |
|             | 9:30-10:00            | ONTARIO ELECTION SPECIAL          |                   | #  | 21   | IRONSIDE           |    |
|             | 10:00-10:30           | MAN ALIVE                         |                   | 3  |  |                    |    |
|             | TUE<br>19TH           | 7:00- 7:30                        | Local Programming |  | Not Complete Network                         |                    |    |
| 7:30- 8:00  |                       |                                   |                   |  |  |                    |    |
| 8:00- 8:30  |                       | MARY TYLER MOORE                  |                   | 18   | 17   | MARCUS WELBY, M.D. |    |
| 8:30- 9:00  |                       | CAROL BURNETT                     |                   | 27   |  |                    |    |
| 9:00- 9:30  |                       | Not Complete Network              |                   | Not Complete Network                           |  |                    |    |
| 9:30-10:00  |                       |                                   |                   |  |  |                    |    |
| 10:00-10:30 |                       | TUESDAY NIGHT ('Divided Highway') |                   | 6  | 14   | THE PERSUADERS     |    |
| 10:30-11:00 |                       | CBC NEWS                          |                   | 13   | 8  | CTV NEWS           |    |
| 11:00-11:30 |                       |                                   |                   |  |  |                    |    |

\* Joined in progress at 8:30 pm in Ontario

+ Not carried (on this day and at this time) on all CTV stations.

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

# Data not available

NOTE: 'Live' (i.e. non-delayed programming on Saturday, Wednesday and Thursday this week plus the resultant rescheduling of other programs on this evening, prevents the inclusion of Saturday, Wednesday and Thursday data in this table.



compares with a 9 per cent audience for the opening program of the series last season and an average index of enjoyment of about 81 for last year's series as a whole.

- . This week's program in the Wednesday 9:00-10:00 pm slot was MEN OF LUNENBURG - A VISION LOST, a documentary study of the small Nova Scotian fishing town, its people and their changing problems from the days of the early settlers to the present time. Somewhat more enjoyed by viewers living in the eastern part of the country than by those in the western provinces, the broadcast rated a moderately favourable index of 70 for the audience as a whole. The size of the audience, at 9 per cent, was about the same size (10 per cent) as the audience to last week's Wednesday 9:00-10:00 pm 'Virgin Quest'.
- . Following this at 10:00-11:00 pm, the network carried THE GOLD SEEKERS dealing with the Caribou Gold Rush of the early 1860's - a documentary produced in Vancouver as part of British Columbia's Centennial celebrations. Like the preceding 'Lunenburg' program, this also drew a 9 per cent audience - twice as big as the audience that, a week earlier, had watched the Wednesday 10-11 pm program on NFB film-maker Norman McLaren. Highly acclaimed (index 84) by viewers in the over-50 age group and moderately well received by younger viewers, 'The Gold Seekers' was, on the whole, much enjoyed with an audience enjoyment index of 79.
- . From 8:00-11:00 pm on Thursday, CBC network stations in Ontario carried a special ONTARIO ELECTION NIGHT BROADCAST which provided up-to-the-minute local and province-wide reports on the provincial election results. About 1.88 million adults and teenagers watched some part(s) of this total coverage, representing almost exactly one-third (32 per cent) of all persons in the province aged 12 and over. CTV network stations in Ontario also provided coverage of the election and, in those areas where viewers had a choice of watching either on a CBC or CTV station, the CBC audience was about twice the size of the CTV audience. Moderately well received by the audience as a whole (index of enjoyment 71), the CBC program was highly praised for its organization and rapidity of reporting, anchormen Ken Cavanagh and Bill Casey being felt by the majority of viewers to have done a very good job. Viewers were much less favourably impressed, however, by the contribution of panelists Judy LaMarsh, Harry Crowe and Dalton Camp which many felt had actually added very little to the broadcast as a whole.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) had an average index of enjoyment of 78 this week for its five programs. Individual indices ranged from 74 for the Thursday program on abortion to a high of 82 for the Tuesday look at some of the problems encountered by women politicians. The content of the three remaining programs: on Friday a report on the ecology and wildlife of Sable Island since the recent discovery of oil there; on Monday a talk with author-journalist-broadcaster Pierre Berton; and on Wednesday a discussion of proposed changes in the Family Allowance scheme. The average day audience to 'Take Thirty' this week was 3 per cent, the cumulative audience over the five days, 8 per cent.

At 9:30-10:00 pm on Tuesday, TELESCOPE presented a profile of the 'Perth County Conspiracy' folk-rock group. The program had the least favourable audience reception of any 'Telescope' program this season, its index of 51 being some 8 index points lower than the index for the September 21 profile of comedian David Steinberg and much below the series' peak index of 82 for the September 28 visit with newswoman 'Ma' Murray. For the second consecutive week, 'Telescope' was pre-empted in Ontario and, in the remainder of the country, drew an audience at the 5 per cent national level.

In a two-part program entitled 'The Divided Highway', TUESDAY NIGHT (10:00-11:00 pm) this week contrasted the modes of travel of two types of vacationers in Canada last summer - older people on guided tours and youths hitch-hiking their way across the country. The first part of the program joined a Moncton-Prince Edward Island-Halifax bus tour of mostly elderly people and examined the general appeal of the planned vacation. The second part of the program, in contrast, looked at the unscheduled world of the hitch-hiker and talked with some young transients and with a number of municipal and social service people involved with their welfare.

Special questioning revealed that the bus tour sequence had a much greater appeal to those who watched the program than did the segment dealing with the young people. Partly this seemed to be traceable to some audience dis-approval of the over-carefree and 'irresponsible' way of life of these younger travellers, partly also however to the greater opportunity which the bus tour film provided to glimpse some the beauty of the (Maritimes) countryside. As a whole, 'The Divided Highway' was no more than moderately well received, the index of enjoyment of 67 being several points below the average 74 index for 'Tuesday Night' so far this season and far below the index of 88 for last week's BBC documentary on the San Francisco earthquake danger. The size of this week's audience, at 7 per cent, was also substantially smaller than last week's 10 per cent but about average for previous 'Tuesday Night' programs in the current series.

At 10:30-11:00 pm on Monday, MAN ALIVE presented a dramatization of events leading to the 17th Century execution of King Charles I by Oliver Cromwell. The program, titled 'Murder For God's Sake', had 'Man Alive' host Roy Bonisteel as moderator of a debate in which both parties presented their irreconcilable views. Powys Thomas was cast as Charles I, John Colicos as Cromwell and Denise Pelletier as Queen Henrietta. The audience to the program - the first of the current 'Man Alive' series to be shown throughout the entire country - was 4 per cent, the index of audience enjoyment 65 - about equal to the average level of enjoyment of the 1970-71 'Man Alive' series.

At 24 per cent, the audience to this week's FRONT PAGE CHALLENGE (Monday 9:30-10:00 pm) was up some 3-4 percentage points from previous 'Challenge' audiences this season and equal in size to the average audience attracted to the series last season when it ran one hour earlier on Mondays. Thus, in the common CBC-CTV reception area, the 'Challenge' series this week increased its audience lead over the opposing 'Pig 'N' Whistle' from about 3:2 to more than 2:1. Typical of 'Challenge' programs in this and past

seasons, Monday's broadcast, with the St. Jean Vianney disaster and the recent NDP victory in Saskatchewan as the news headlines, was very well received with an audience enjoyment index of 79.

. Broadcast on the CBC metronet and on some affiliate stations on Mondays at 7:30-8:00 pm, THE IRISH ROVERS continues each week to give great pleasure to a 14-15 per cent national audience representing some 1.7 to 1.8 million adult and teenage viewers. The guest on this week's show was Roger Miller, the index of enjoyment for the program as a whole another remarkably high 85. (Information on viewers' reactions to the individual musical items on this week's 'Irish Rovers' has been separately reported.)





# A CBC RESEARCH REPORT

TV/71/42

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 22-28, 1971

### THIS WEEK

Special network programming this week included a National Film Board documentary on the Canadian North, coverage of the Canadian International Championship Stakes, and two broadcasts relating to the visit to Canada of Soviet Premier Kosygin. Because of late notice of scheduling, no audience information is available for either of these 'Kosygin' programs. The week also saw the network debut of 'The Tenth Decade', the eight-part series on the Diefenbaker-Pearson years in Canadian politics.

Regular CBC programs pre-empted throughout the country included 'Analog', 'Country Canada' and 'Cannon'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 22-28, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| FLIP WILSON   | Sun. 8:00- 9:00           | 38                  | 80                    |
| HOCKEY NIGHT IN CANADA                                | Sat. 8:00-10:30           | 36                  | 81                    |
| THE WONDERFUL WORLD OF DISNEY                         | Sun. 6:00- 7:00           | 35                  | 88                    |
| CAROL BURNETT   | Tue. 8:30- 9:30           | 34                  | 81                    |
| THE PARTRIDGE FAMILY                                  | Mon. 8:00- 8:30           | 26                  | 81                    |
| ROWAN AND MARTIN                                      | Fri. 8:00- 9:00           | 24                  | 68                    |
| MARY TYLER MOORE                                      | Tue. 8:00- 8:30           | 24                  | 77                    |
| TOMMY HUNTER  | Fri. 9:00-10:00           | 23                  | 82                    |
| THE ROVERS  | Sun. 7:00- 7:30           | 23                  | 66                    |
| JIMMY STEWART   | Sun. 7:30- 8:00           | 22                  | 74                    |
| * O'HARA, UNITED STATES TREASURY                      | Thu. 8:00- 9:00           | 21                  | 79                    |
| † FRONT PAGE CHALLENGE                                | Mon. 9:30-10:00           | 19                  | 83                    |
| * CBC NATIONAL NEWS                                   | S-S 11:00-11:21           | 15                  | 80                    |
| COUNTRYTIME   | Sat. 10:30-11:00          | 14                  | 75                    |
| EDGE OF NIGHT   | M-F 3:30- 4:00            | 12                  | 86                    |
| 'KALINSKI'S JUSTICE' (drama)                          | Sun. 9:00-10:00           | 11                  | 56                    |
| FOOTBALL - CFL (Edmonton at Calgary)                  | Sat. 8:00-10:30           | 10                  | 84                    |
| 'THE CONQUERED DREAM' (NFB, Canadian North)           | Wed. 10:00-11:00          | 9                   | 86                    |
| THE TENTH DECADE ('Prologue To Power')                | Wed. 9:00-10:00           | 9                   | 79                    |
| CBC WEEKEND   | Sun. 10:00-11:00          | 8                   | 72                    |
| NO, THAT'S ME OVER HERE                               | Wed. 8:30- 9:00           | 7                   | 68                    |
| THE NATURE OF THINGS ('Parkinson's<br>Disease')       | Mon. 10:00-10:30          | 7                   | 85                    |
| THIS LAND   | Wed. 8:00- 8:30           | 7                   | 77                    |
| FOOTBALL - CFL (Ottawa at Hamilton)                   | Sat. 2:00- 4:39           | 7                   | 81                    |
| TELESCOPE (Profile of actor-director<br>Jean Gascon)  | Tue. 9:30-10:00           | 6                   | 52                    |
| CANADIAN INTERNATIONAL CHAMPIONSHIP STAKES            | Sun. 4:00- 4:58           | 5                   | 88                    |
| FOOTBALL - NFL (Miami at New York)                    | Sun. 1:00- 3:48           | 5                   | 74                    |
| PAUL BERNARD, PSYCHIATRIST                            | M-F 4:00- 4:30            | 4                   | 53                    |
| TAKE THIRTY   | M-F 3:00- 3:30            | 4                   | 76                    |
| TUESDAY NIGHT (Profile of author Morley<br>Callaghan) | Tue. 10:00-11:00          | 4                   | 63                    |
| MAN ALIVE   | Mon. 10:30-11:00          | 4                   | 65                    |
| TOMMY TOMPKINS  | Wed. 4:30- 5:00           | 3                   | \$                    |
| * MUSIC TO SEE  | Sun. 5:00- 5:30           | 2                   | \$                    |
| NATION'S BUSINESS (Liberal Party)                     | Sun. 11:15-11:21          | 2                   | \$                    |
| † PROVINCIAL AFFAIRS                                  | Sat. 11:15-11:22          | 1                   | \$                    |
| SPORTS WEEK   | Sun. 3:30- 4:00           | 1                   | \$                    |

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

† Pre-empted in some areas

Western network only

Eastern network only

\$ Sample too small for reliable reporting of enjoyment level



## THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

## PROGRAM NOTES

- This week's program in the 'Sunday At Nine' series was KALINSKI'S JUSTICE, a contemporary drama about a Polish-born Canadian's act of vengeance on a man who had betrayed him and his fellow partisans in Poland during the Second World War. Starring were Jon Granik and Tony Kramreither. The audience was 11 per cent, the same size as the audience for last week's 'Sunday At Nine' drama, 'Four Day Wonder', but much smaller than the 16-17 per cent audience for each of the three previous dramas in this series. The explanation for this drop in audience to 'Sunday At Nine' on these two most recent occasions could be the strength of directly opposing special programming on competing stations - last week a 90-minute tribute to Ed Sullivan on CBS stations, and this week Part 4 of the 'Human Journey' series which pre-empted the regular 'W5' current affairs show on CTV stations. Alternatively, it may just be that, as the season progresses, these 'Sunday At Nine' dramas are losing some of their appeal. Certainly neither last week's drama (index of enjoyment 55) nor this week's (index 56) was very well received by those who watched it.
- CBC WEEKEND (Sunday 10:00-11:00 pm), for the second successive week, was no more than moderately well received by a smaller-than-average audience. At 8 per cent the audience was equal in size only to the smallest 'CBC Weekend' audience of last season, the index of enjoyment of 72 about average for the series' last year. The content of this week's program: a talk with an Edmund Burke Society member arrested in connection with the recent attack on the visiting Soviet Premier Kosygin; a look at some of the candidates and issues in the upcoming Newfoundland provincial election; and a discussion of the implications of the 1970 War Measures Act.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 22-28, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                  |                           |                     |                       |
| * THE IRISH ROVERS MUSIC HALL                      | Mon. 7:30- 8:00           | 13                  | 72                    |
| * HYMN SING  | Sun. 5:30- 6:00           | 8                   | 88                    |
| ‡ MIDWEEK  | Thu. 10:00-11:00          | 4                   | 7                     |
| ‡ IN THE MOOD                                      | Thu. 9:00- 9:30           | 3                   | 8                     |
| ‡ LET'S CALL THE WHOLE THING ORFF                  | Sat. 7:00- 7:30           | 3                   | 41                    |
| TO SEE OURSELVES ('Thanks For The Ride')           | Thu. 9:30-10:00           | 3                   | 8                     |
| FAMILY COURT                                       | M-F 1:30- 2:00            | 2                   | 8                     |
| THE GALLOPING GOURMET                              | M-F 2:00- 2:30            | 2                   | 75                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | 8                     |
| ‡ REPLAY   | Sat. 6:30- 7:00           | 2                   | 8                     |
| ‡ UPDATE   | Sat. 6:00- 6:30           | 2                   | 8                     |
| ‡ SPORTS WEEK                                      | Sat. 4:40- 4:56           | 1                   | 8                     |
| <u>CBC METRONET</u>                                |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY                      | Sun. 6:00- 7:00           | 18                  | 87                    |
| DICK VAN DYKE                                      | Fri. 7:30- 8:00           | 9                   | 74                    |
| GET SMART  | M-F 5:30- 6:00            | 8                   | 78                    |
| SINGALONG JUBILEE                                  | Wed. 7:30- 8:00           | 7                   | 73                    |
| GETTING TOGETHER                                   | Thu. 7:30- 8:00           | 6                   | 68                    |
| WORLD TV SHOWCASE (The Sinners'-Dividends')        | Fri. 10:00-11:00          | 2                   | 8                     |
| <u>CTV NETWORK</u>                                 |                           |                     |                       |
| HOCKEY - NHL                                       | Wed. 8:00-10:28           | 30                  | 87                    |
| ‡ DEAN MARTIN                                      | Thu. 8:30- 9:30           | 20                  | 78                    |
| IRONSIDE   | Mon. 10:00-11:00          | 18                  | 81                    |
| MARCUS WELBY, M.D.                                 | Tue. 8:00- 9:00           | 16                  | 86                    |
| MEDICAL CENTER                                     | Mon. 7:30- 8:30           | 15                  | 78                    |
| THE PERSUADERS                                     | Tue. 10:00-11:00          | 15                  | 77                    |
| FOOTBALL - CFL (Winnipeg at Montreal)              | Sun. 2:00- 4:29           | 15                  | 84                    |
| F.B.I.   | Fri. 10:00-11:00          | 14                  | 81                    |
| ‡ LONGSTREET                                       | Thu. 7:30- 8:30           | 12                  | 81                    |
| MANNIX   | Sun. 10:00-11:00          | 12                  | 84                    |
| NICHOLS  | Mon. 8:30- 9:30           | 12                  | 85                    |
| FRIDAY NIGHT MOVIE ('Colossus:The Forbin Project') | Fri. 8:00-10:00           | 11                  | 68                    |
| ROOM 222   | Fri. 7:00- 7:30           | 12                  | 78                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 11                  | 80                    |
| PIG 'N' WHISTLE                                    | Mon. 9:30-10:00           | 11                  | 88                    |
| * FUNNY FACE                                       | Thu. 7:00- 7:30           | 11                  | 75                    |
| IAN TYSON  | Tue. 9:30-10:00           | 11                  | 73                    |
| DORIS DAY  | Mon. 7:00- 7:30           | 11                  | 77                    |
| THE BOLD ONES                                      | Thu. 10:00-11:00          | 11                  | 77                    |
| THE PARTNERS                                       | Fri. 7:30- 8:00           | 9                   | 76                    |
| ROLLIN' ON THE RIVER                               | Sat. 7:00- 8:00           | 8                   | 83                    |
| * UNTAMED WORLD                                    | Sun. 5:00- 5:30           | 8                   | 85                    |
| ACADEMY PERFORMANCE ('How To Frame A Figg')        | Sat. 8:00-10:00           | 8                   | 71                    |
| CTV NATIONAL NEWS                                  | S-S 11:00-11:18           | 8                   | 77                    |
| ‡ HERE COME THE SEVENTIES                          | Thu. 9:30-10:00           | 7                   | 70                    |
| WIDE WORLD OF SPORTS                               | Sat. 4:30- 6:00           | 5                   | 76                    |
| ANYTHING YOU CAN DO                                | M-F 3:30- 4:00            | 4                   | 84                    |
| SHIRLEY'S WORLD                                    | Sun. 8:30- 9:00           | 4                   | 65                    |
| ANOTHER WORLD                                      | M-F 3:00- 3:30            | 4                   | 87                    |
| SPORTS BEAT '71                                    | Wed. 10:30-11:00          | 3                   | 8                     |
| STORY THEATRE                                      | Sun. 7:00- 7:30           | 3                   | 8                     |
| MAN TRAP   | M-F 2:30- 3:00            | 3                   | 72                    |

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

‡ Pre-empted in some areas

+ Not carried (on this day and at this time) on all CTV stations

\$ Sample too small for reliable reporting of enjoyment level

- Wednesday (9:00-10:00 pm) marked the debut of THE TENTH DECADE, the eight-part series on the Diefenbaker-Pearson years in Canadian politics. The series - which will chronicle political events in Canada during the tenth decade of Confederation - began this week with 'Prologue To Power', a program covering the great pipeline debate, the fall of the Liberal government under Louis St. Laurent, the resignation of P.C. leader George Drew and the coming to power of John Diefenbaker's Conservatives. With a 9 per cent audience representing some 1.1 million adult and teenage viewers (about average for the Wednesday 9:00-10:00 pm time period this season), the program was much enjoyed by the audience as a whole (index 79) and particularly well received by older viewers aged 50 plus (index 84).
- Following this, at 10:00-11:00 pm on Wednesday, the network carried THE CONQUERED DREAM, a National Film Board documentary tracing the history of the Canadian North from the earliest days of exploration to the recent opening of vast oil and mineral resources. Specially well received by the great majority of those who watched it, the documentary rated an audience enjoyment index of 86 - one of the highest for a network program this week and typical of the high level of enjoyment consistently attained by information programs on the Canadian outdoors, wildlife or natural resources. At 9 per cent, the audience was the same size as the audience to last Wednesday's 10-11 pm documentary on the Caribou gold rush.
- At 10:00-10:30 pm on Monday, THE NATURE OF THINGS reviewed some of the symptoms and latest methods of treatment of Parkinson's Disease. The audience, unchanged over the past three weeks was 7 per cent - some 3 percentage points smaller than the average audience to 'Nature Of Things' broadcasts last season. Characteristic of the series, however, audience reaction to this week's program was highly favourable, the index of enjoyment 85.
- This week's second program of the current THIS LAND series (Wednesday 8:00-8:30 pm) examined the history of the small independent farmers of western Canada from early pioneer days to the present time when they are facing serious financial problems. Both in the size of its audience (7 per cent) and the degree to which it was enjoyed by those who watched (index 77), the broadcast about equalled the performance of last week's opening program of the series.
- This week's TELESCOPE (Tuesday 9:30-10:00 pm) profiled actor-director Jean Gascon, one of the few men currently active in both French and English-language theatre in Canada. Both the size of the audience and the level of audience enjoyment were below average for 'Telescope', the 6 per cent audience representing only about half the number of viewers drawn to previous 'Telescope' programs this season and the index of enjoyment of 52 being much below the average index of 68 for the current series.



TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV AREAS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 22-28, 1971

| DAY         | TIME<br>(Eastern, pm) | CBC PROGRAM   |            | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM   |          |
|-------------|-----------------------|---|------------|--|---|----------|
| FRI<br>22ND | 7:00- 7:30            | Local Programming                                     |            | 12   | ROOM 222  |          |
|             | 7:30- 8:00            | Not Complete Network                                  |            | 9  | THE PARTNERS  |          |
|             | 8:00- 8:30            | ROWAN AND MARTIN                                      | 20         | 13   | FRIDAY NIGHT MOVIE<br>( 'Colossus: The Forbin<br>Project' ) |          |
|             | 8:30- 9:00            |   |            |  |   |          |
|             | 9:00- 9:30            | TOMMY HUNTER  | 19         |  |   |          |
|             | 9:30-10:00            |   |            |  |   |          |
|             | 10:00-10:30           | Not Complete Network                                  |            | 16   | F.B.I.  |          |
| 10:30-11:00 |                       |   |            |  |   |          |
| SAT<br>24TH | 7:00- 7:30            | THE ROVERS  | 19         | 3  | STORY THEATRE   |          |
|             | 7:30- 8:00            | JIMMY STEWART   | 19         | 12   | MOD SQUAD   |          |
|             | 8:00- 8:30            | FLIP WILSON   | 36         |  |   |          |
|             | 8:30- 9:00            |   | 5          | SHIRLEY'S WORLD                                |   |          |
|             | 9:00- 9:30            | 'KALINSKI'S JUSTICE'                                  | 10         | 8  | THE HUMAN JOURNEY: 'The Job'                                |          |
|             | 9:30-10:00            |   |            |  |   |          |
|             | 10:00-10:30           | CBC WEEKEND   | 7          | 14   | MANNIX  |          |
| 10:30-11:00 |                       |   |            |  |   |          |
| SUN<br>26TH | 7:00- 7:30            | Local Programming                                     |            | Not Complete Network                           |   |          |
|             | 7:30- 8:00            |   |            |  |   |          |
|             | 8:00- 8:30            | MARY TYLER MOORE                                      | 21         | 17   | MARCUS WELBY, M.D.  |          |
|             | 8:30- 9:00            | CAROL BURNETT   | 31         |  |   |          |
|             | 9:00- 9:30            | TELESCOPE   |            | Not Complete Network                           |   |          |
|             | 9:30-10:00            |   |            |  |   |          |
|             | 10:00-10:30           | TUESDAY NIGHT (Profile of author<br>Morley Callaghan) | 4          | 17   | THE PERSUADERS  |          |
| 10:30-11:00 |                       |   |            |  |   |          |
| THU<br>28TH | 7:00- 7:30            | Local Programming                                     |            | 12   | + FUNNY FACE  |          |
|             | 7:30- 8:00            | Not Complete Network                                  |            | 13   | * LONGSTREET  |          |
|             | 8:00- 8:30            | ‡ O'HARA, UNITED STATES TREASURY                      | 17         |  |   |          |
|             | 8:30- 9:00            |   |            |  |   |          |
|             | 9:00- 9:30            | Not Complete Network                                  |            | 21   | ‡ DEAN MARTIN   |          |
|             | 9:30-10:00            |   |            | 8  | ‡ HERE COME THE SEVENTIES                                   |          |
|             | 10:00-10:30           |   |            | 12   | ‡ THE BOLD ONES   |          |
|             | 10:30- 11:00          |   |            |  |   |          |
|             | S-S                   | 11:00-11:20   | * CBC NEWS | 13   | 9   | CTV NEWS |

‡ Pre-empted in Newfoundland

\* Partial re-scheduling in the West on Saturday

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Monday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Monday and Wednesday data in this table.

- . This was followed at 10:00-11:00 pm on Tuesday by a CBC TUESDAY NIGHT program on the life and career of Canadian author Morley Callaghan. This drew the smallest audience, and was the least favourably received of any 'Tuesday Night' program this season. The size of the audience was only 4 per cent as against this season's usual 'Tuesday Night' audience of 7-8 per cent and peak audience (on October 12) of 10 per cent. This decreased viewing of 'Tuesday Night' at the national level was also reflected in the common CBC-CTV reception area where CTV's 'Persuaders' increased its audience lead over 'Tuesday Night' from the usual 2:1 ratio to a 4:1 ratio this week. With many viewers reporting that they had found this Morley Callaghan program rather dull, it rated a rather low audience enjoyment index of 63 - 4 index points below the level of enjoyment recorded for any 'Tuesday Night' broadcast this season and far below the peak index of 88 attained by the October 12 documentary on the earthquake danger in San Francisco.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) had a rather mixed reception this week. Indices of enjoyment for individual programs ranged from a high of 82 for the Thursday magazine program dealing with the Amchitka nuclear test and co-operative day care centers, to a low of 69 for the Wednesday 'Take Thirty' on Canada's film industry. The Monday talk with Carla Monti about her recent book 'W.C. Fields And Me' had an index of 79; the Tuesday look at marital problems, an index of 76; and Friday's interview with women's liberation activist Germaine Greer, a moderately favourable index of 73. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five-day period, 10 per cent.
- . In a program entitled 'Religion: Escape or Freedom', MAN ALIVE (Monday 10:30-11:00 pm) this week had the Archbishop of Canterbury talk with program host Roy Bonisteel and several Toronto parishioners about the changing role of the church. The program drew a 4 per cent audience and rated an enjoyment index of 65 - the same rather low levels of viewing and enjoyment that were attained the week before by the 'Man Alive' program on Charles I and Oliver Cromwell.
- . The post-hockey country-music series COUNTRYTIME (at 10:30-11:00 pm in Quebec and Ontario and at corresponding local times in other areas) drew a 14 per cent audience this week - just slightly bigger than audiences to the two preceding 'Countrytime' broadcasts this season but still somewhat smaller than the 16-18 per cent early-season audiences to the 1970-71 'Countrytime' series. Though not quite as highly acclaimed as last week's much enjoyed show guest-starring Wilf Carter (index 82), this week's program, featuring Blake Emmons and Lynn Jones, was on the whole well received with an enjoyment index of 75.
- . Broadcast in its usual Monday 7:30-8:00 pm slot on the metronet and some CBC affiliated stations (in all areas except Manitoba where it ran at 9:00-9:30 pm), THE IRISH ROVERS this week presented its second of ten scheduled 'Music Hall' specials. Like the first of these specials, on October 4,

this week's program featured host Jimmy Kennedy, the 'Four In A Bar' quartet, Pat Morgan, Tessie O'Shea and Susan Francis - but excluded the 'Rovers' themselves. With an index of 72, it was enjoyed to about the same extent as the first of these 'Music Hall' specials, but much less than the regular 'Irish Rovers' programs all of which have had indices of enjoyment in the 80s. Nor was the audience to this week's program quite as big as it has been in previous weeks - 13 per cent both nationally and within the metronet area where the series is fully available, as against a usual 14-15 per cent national, 15-16 per cent metronet area audience. (Information on viewers' reactions to the individual items in this week's 'Irish Rovers Music Hall' has been separately reported.)

CBC Research  
Ottawa



# A CBC RESEARCH REPORT

TV/71/43

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 29 - NOVEMBER 4, 1971

### THIS WEEK

Special network offerings this week included a 90-minute music-variety program marking 'The Gala Opening Of Disney World' and 'Torre: Expedition to Patagonia' on the 1970 Canadian mountain-climbing expedition to South America. The regular 'Rowan and Martin' and 'Sports Week' series were pre-empted.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 29 - NOVEMBER 4, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| FLIP WILSON   | Sun. 8:00- 9:00           | 38                  | 79                    |
| HOCKEY NIGHT IN CANADA  | Sat. 8:00-10:30           | 37                  | 81                    |
| CAROL BURNETT   | Tue. 8:30- 9:30           | 35                  | 81                    |
| THE WONDERFUL WORLD OF DISNEY                                 | Sun. 6:00- 7:00           | 25                  | 85                    |
| 'GALA OPENING OF DISNEY WORLD'                                | Fri. 8:00- 9:30           | 32                  | 84                    |
| THE PARTRIDGE FAMILY  | Mon. 8:00- 8:30           | 27                  | 80                    |
| CANNON  | Mon. 8:30- 9:30           | 24                  | 77                    |
| MARY TYLER MOORE  | Tue. 8:00- 8:30           | 23                  | 79                    |
| THE ROVERS  | Sun. 7:00- 7:30           | 22                  | 71                    |
| JIMMY STEWART   | Sun. 7:30- 8:00           | 22                  | 75                    |
| O'HARA, UNITED STATES TREASURY                                | Thu. 8:00- 9:00           | 22                  | 79                    |
| FRONT PAGE CHALLENGE  | Mon. 9:30-10:00           | 21                  | 82                    |
| TOMMY HUNTER  | Fri. 9:30-10:00           | 19                  | 83                    |
| 'RODEO RIDER' (drama)   | Sun. 9:00-10:00           | 16                  | 58                    |
| + COUNTRYTIME   | Sat. 10:30-11:00          | 15                  | 79                    |
| * CBC NATIONAL NEWS   | S-S 11:00-11:21           | 14                  | 81                    |
| EDGE OF NIGHT   | M-F 3:30- 4:00            | 12                  | 85                    |
| THE NATURE OF THINGS(The Last Stand:'The<br>Rocky Mountains') | Mon. 10:00-10:30          | 11                  | 87                    |
| △ FOOTBALL - CFL (Montreal at Ottawa)                         | Sat. 2:00- 4:30           | 11                  | 80                    |
| NO, THAT'S ME OVER HERE                                       | Wed. 8:30- 9:00           | 9                   | 62                    |
| TELESCOPE (Profile of jockey Sandy Hawley)                    | Tue. 9:30-10:00           | 9                   | 73                    |
| FOOTBALL - NFL (Minnesota at New York)                        | Sun. 1:00- 4:00           | 9                   | 80                    |
| □ FOOTBALL - CFL (Calgary at Vancouver)                       | Sat. 8:00-11:00           | 8                   | 77                    |
| THE TENTH DECADE ('From Victory To Triumph')                  | Wed. 9:00-10:00           | 8                   | 77                    |
| CBC WEEKEND   | Sun. 10:00-11:00          | 8                   | 73                    |
| THIS LAND   | Wed. 8:00- 8:30           | 7                   | 80                    |
| TUESDAY NIGHT ('The Toronto Telegram<br>Story')               | Tue. 10:00-11:00          | 6                   | 72                    |
| ‡ 'TORRE: EXPEDITION TO PATAGONIA'                            | Wed. 10:00-10:50          | 6                   | 76                    |
| PAUL BERNARD PSYCHIATRIST                                     | M-F 4:00- 4:30            | 4                   | 51                    |
| MAN ALIVE   | Mon. 10:30-11:00          | 4                   | 61                    |
| TAKE THIRTY   | M-F 3:00- 3:30            | 4                   | 78                    |
| MUSIC TO SEE  | Sun. 5:00- 5:30           | 3                   | \$                    |
| NATION'S BUSINESS (Social Credit Rally)                       | Sun. 11:15-11:21          | 3                   | \$                    |
| TOMMY TOMPKINS  | Wed. 4:30- 5:00           | 2                   | \$                    |
| * COUNTRY CANADA  | Sun. 4:30- 5:00           | 2                   | \$                    |
| PROVINCIAL AFFAIRS  | Sat. 11:15-11:22          | 1                   | \$                    |

+ Joined in progress at 10:43 pm EDT in British Columbia

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions.)

△ Eastern network only

□ Western network only

‡ Not telecast in some areas

\$ Sample too small for reliable reporting of enjoyment level.

these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

#### PROGRAM NOTES

- . In the Friday 8:00-9:30 pm slot normally occupied by 'Rowan and Martin' and the first half-hour of 'Tommy Hunter', the network this week presented THE GALA OPENING OF DISNEY WORLD, a 90-minute music-variety special originating on the Orlando Florida site of the new 27,000 acre Walt Disney recreational complex and featuring such big-name entertainers as Julie Andrews, Glen Campbell, Jonathan Winters and Bob Hope. In addition to an unmeasured but presumably large number of young viewers under the age of 12, the broadcast drew an adult-teenage audience of 32 per cent - respectively, some 7 and 9 percentage points bigger than the usual adult-teenage audiences to 'Rowan and Martin' and 'Tommy Hunter'. And in the common CBC-CTV reception area where this 'Disney' special ran directly against the CTV Friday Night Movie, the CBC increased its Friday 8:00-9:30 pm audience lead over CTV from a usual 3:2 to about 5:2 this week. Much enjoyed by young and older viewers alike, 'The Gala Disney Opening' rated a high audience enjoyment index of 84.
- . The half-hour edition of TOMMY HUNTER which followed this 'Disney' special, at 9:30-10:00 pm on Friday, featured performances by Shirley Eikhard, 'The York County Boys', and Gilles Roy and the Step Dancers. Though the audience, at 19 per cent, was somewhat smaller than the average 23 per cent audience to regular hour-long 'Hunter' programs this season, the abbreviated show was just as highly acclaimed as usual by those who watched it - index of audience enjoyment 83.
- . 'Sunday At Nine' (9:00-10:00 pm) this week presented the Les Rose-Barry Pearson play RODEO RIDER, about an affair between a vacationing college girl and a half-breed Indian cowboy. Both the size of the audience (16 per cent) and the level of audience enjoyment (index 58) were near average for 'Sunday At Nine' dramas this season. As suggested in last week's report, the unusually small audiences of 11 per cent for the two previous 'Sunday At Nine' dramas (on October 17 'Four Day Wonder' and on October 24 'Kalinski's Justice') are now known to be directly attributable to specially attractive counter programming on opposition stations; in normal conditions, running directly against the public affairs series 'W5' on CTV stations, these 'Sunday At Nine' dramas this season have



TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 29 - NOVEMBER 4, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                           |                           |                     |                       |
| THE IRISH ROVERS  | Mon. 7:30- 8:00           | 17                  | 86                    |
| HYMN SING   | Sun. 5:30- 6:00           | 9                   | 86                    |
| MIDWEEK   | Thu. 10:00-11:00          | 4                   | \$                    |
| IN THE MOOD   | Thu. 9:00- 9:30           | 3                   | \$                    |
| FAMILY COURT  | M-F 1:30- 2:00            | 2                   | \$                    |
| TO SEE OURSELVES ('Changes')                                | Thu. 9:30-10:00           | 2                   | \$                    |
| * REPLAY  | Sat. 6:30- 7:00           | 2                   | \$                    |
| THE GALLOPING GOURMET                                       | M-F 2:00- 2:30            | 2                   | \$                    |
| VIEWPOINT   | M-F 11:22-11:29           | 2                   | \$                    |
| ‡ * LET'S CALL THE WHOLE THING ORFF                         | Sat. 7:00- 7:30           | 2                   | \$                    |
| ‡ UPDATE  | Sat. 6:00- 6:30           | 2                   | \$                    |
| SPORT'S WEEK  | Sat. 4:32- 5:00           | 1                   | \$                    |
| <u>CBC METRONET</u>   |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY                               | Sun. 6:00- 7:00           | 20                  | 84                    |
| DICK VAN DYKE   | Fri. 7:30- 8:00           | 9                   | 75                    |
| GET SMART   | M-F 5:30- 6:00            | 9                   | 77                    |
| SINGALONG JUBILEE   | Wed. 7:30- 8:00           | 7                   | 73                    |
| GETTING TOGETHER  | Thu. 7:30- 8:00           | 7                   | 70                    |
| WORLD TV SHOWCASE ('The Sinners: Mother<br>Matilda's Book') | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>   |                           |                     |                       |
| HOCKEY  | Wed. 8:00-10:35           | 28                  | 78                    |
| DEAN MARTIN   | Thu. 8:30- 9:30           | 22                  | 80                    |
| MARCUS WELBY, M.D.  | Tue. 8:00- 9:00           | 16                  | 83                    |
| IRONSIDE  | Mon. 10:00-11:00          | 16                  | 79                    |
| MEDICAL CENTER  | Mon. 7:30- 8:30           | 15                  | 85                    |
| THE PERSUADERS  | Tue. 10:00-11:00          | 15                  | 81                    |
| LONGSTREET  | Thu. 7:30- 8:30           | 14                  | 77                    |
| + FUNNY FACE  | Thu. 7:00- 7:30           | 14                  | 70                    |
| F.B.I.  | Fri. 10:00-11:00          | 13                  | 81                    |
| MANNIX  | Sun. 10:00-11:00          | 13                  | 82                    |
| + DORIS DAY   | Mon. 7:00- 7:30           | 13                  | 73                    |
| MOD SQUAD   | Sun. 7:30- 8:30           | 12                  | 84                    |
| ROOM 222  | Fri. 7:00- 7:30           | 11                  | 75                    |
| THE BOLD ONES   | Thu. 10:00-11:00          | 11                  | 83                    |
| FRIDAY NIGHT MOVIE ('Vanished' - Part 1)                    | Fri. 8:00-10:00           | 11                  | 78                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00           | 10                  | 73                    |
| IAN TYSON   | Tue. 9:30-10:00           | 10                  | 72                    |
| NICHOLS   | Mon. 8:30- 9:30           | 9                   | 76                    |
| THE PARTNERS  | Fri. 7:30- 8:00           | 9                   | 75                    |
| + ACADEMY PERFORMANCE ('Vanished' - Part 2)                 | Sat. 8:00-10:00           | 8                   | 77                    |
| ROLLIN' ON THE RIVER  | Sat. 7:00- 8:00           | 8                   | 66                    |
| * CTV NATIONAL NEWS   | S-S 11:00-11:18           | 7                   | 79                    |
| ⊠ FOOTBALL - CFL (Regina at Edmonton)                       | Sun. 2:00- 4:30           | 7                   | 81                    |
| UNTAMED WORLD   | Sun. 5:00- 5:30           | 6                   | 83                    |
| HERE COME THE SEVENTIES                                     | Thu. 9:30-10:00           | 6                   | 61                    |
| △ FOOTBALL - CFL (Hamilton at Toronto)                      | Sun. 2:00- 4:40           | 6                   | 75                    |
| SHIRLEY'S WORLD   | Sun. 8:30- 9:00           | 5                   | 68                    |
| ANYTHING YOU CAN DO   | M-F 3:30- 4:00            | 5                   | 83                    |
| W5  | Sun. 9:00-10:00           | 5                   | 67                    |
| ANOTHER WORLD   | M-F 3:00- 3:30            | 4                   | 86                    |
| WIDE WORLD OF SPORTS  | Sat. 4:30- 6:00           | 4                   | 76                    |
| + SPORTS BEAT '71   | Wed. 10:37-11:07          | 4                   | 73                    |
| STORY THEATRE   | Sun. 7:00- 7:30           | 3                   | \$                    |
| MAN TRAP  | M-F 2:30- 3:00            | 3                   | 72                    |

‡ Pre-empted in some areas

\* Re-scheduled in some areas (in case of multi-day program, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

⊠ Western network only

△ Eastern network only

\$ Sample too small for reliable reporting of enjoyment level.

been drawing average weekly audiences of about 16-17 per cent, representing just on 2 million viewers, and with an average enjoyment index of about 59. The 'Sunday At Nine' record to date, including the one non-drama program so far included in the series on September 19:

| <u>Date</u> | <u>Program</u>  | <u>Per Cent Viewing</u> | <u>Index of Enjoyment</u> |
|-------------|---|-------------------------|---------------------------|
| Sept. 12    | 'Firing Squad', based on a Colin McDougall story        | 17                      | 62                        |
| Sept. 19    | Wayne and Shuster comedy special                        | 28                      | 71                        |
| Sept. 26    | 'When The Bough Breaks', by Nika Rylski                 | 17                      | 57                        |
| Oct. 3      | 'Gold Is Where You Find It, Maybe', by Leslie McFarlane | 16                      | 63                        |
| Oct. 10     | pre-empted  |                         |                           |
| Oct. 17     | 'Four Day Wonder', by Bruce Martin                      | 11                      | 55                        |
| Oct. 24     | 'Kalinski's Justice' by Grahame Woods                   | 11                      | 56                        |
| Oct. 31     | 'Rodeo Rider' by Les Rose and Barry Pearson             | 16                      | 58                        |

The CBC's Sunday evening information series, CBC WEEKEND (10:00-11:00 pm) continues to be only moderately well received by declining audiences. This week's audience was another 8 per cent as compared with 10-11 per cent audiences for the two opening programs this season and compared with an average 13 per cent audience for 'Weekend' last season. The content of this week's program: a talk with Newfoundland Premier Smallwood about the results of the recent provincial election; a discussion of USSR Premier Kosygin's recent visit to Canada; a report on efforts to stop the Amchitka test; and a review of the impending trial of black militant leader Angela Davis. The index of enjoyment of 73 for this program was average for the series as a whole.

This week's current affairs series MIDWEEK (Thursday 10:00-11:00 pm on the CBC metronet plus some affiliated stations) also covered aspects of the Amchitka test and the recent Newfoundland election and dealt additionally with the federal government's impending legislation concerning cigarette advertising. Throughout these past six weeks of this its first season, 'Midweek' has been averaging only small audiences of about 4 per cent nationally, 5 per cent throughout that part of the country where the series is fully available. An audience this small unfortunately involves too few survey respondents to provide an index of enjoyment for individual weeks' programs.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 29 - NOVEMBER 4, 1971

| DAY         | TIME<br>(Eastern, pm) | CBC PROGRAM                                     | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM                                   |                    |
|-------------|-----------------------|---|--|---|--------------------|
| FRI<br>29TH | 7:00- 7:30            | Local Programming                               | 12   | ROOM 222                                      |                    |
|             | 7:30- 8:00            | Not Complete Network                            | 9  | THE PARTNERS                                  |                    |
|             | 8:00- 8:30            | 'WALA OPENING OF DISNEY WORLD'                  | 30   | FRIDAY NIGHT MOVIE<br>( 'Vanished'- Part One) |                    |
|             | 8:30- 9:00            |   |  |   |                    |
|             | 9:00- 9:30            |   |  |   |                    |
|             | 9:30-10:00            | TOMMY HUNTER                                    | 16   | F.B.I.  |                    |
|             | 10:00-10:30           | Not Complete Network                            | 15   |   |                    |
| 10:30-11:00 |                       |   |  |   |                    |
| SUN<br>31ST | 7:00- 7:30            | THE ROVERS                                      | 20   | 3   | STORY THEATRE      |
|             | 7:30- 8:00            | JIMMY STEWART                                   | 20   | 14  | MOD SQUAD          |
|             | 8:00- 8:30            | FLIP WILSON                                     | 36   |   | SHIRLEY'S WORLD    |
|             | 8:30- 9:00            |   | 5  |   |                    |
|             | 9:00- 9:30            | 'RODEO RIDER'                                   | 14   | 6   | W5                 |
|             | 9:30-10:00            |   |  |   |                    |
|             | 10:00-10:30           | CBC WEEKEND                                     | 7  | 15  | MANNIX             |
| 10:30-11:00 |                       |   |  |   |                    |
| MON<br>1ST  | 7:00- 7:30            | Local Programming                               | 14   | + DORIS DAY                                   |                    |
|             | 7:30- 8:00            | Not Complete Network                            | 17   | MEDICAL CENTER                                |                    |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY                            | 24   | 9   | NICHOLS            |
|             | 8:30- 9:00            | CANNON  | 21   |   |                    |
|             | 9:00- 9:30            | FRONT PAGE CHALLENGE                            | 19   | 11  | PIG 'N' WHISTLE    |
|             | 9:30-10:00            |   |  |   |                    |
|             | 10:00-10:30           | THE NATURE OF THINGS                            | 9  | 18  | IRONSIDE           |
|             | 10:30-11:00           | MAN ALIVE                                       | 4  |   |                    |
| TUE<br>2ND  | 7:00- 7:30            | Local Programming                               | Not Complete Network                           |   |                    |
|             | 7:30- 8:00            | Not Complete Network                            |  |   |                    |
|             | 8:00- 8:30            | MARY TYLER MOORE                                | 21   | 17  | MARCUS WELBY, M.D. |
|             | 8:30- 9:00            | CAROL BURNETT                                   | 32   | Not Complete Network                          |                    |
|             | 9:00- 9:30            | TELESCOPE                                       | 8  | 10  | IAN TYSON          |
|             | 9:30-10:00            |   |  |   |                    |
|             | 10:00-10:30           | TUESDAY NIGHT ('The Toronto<br>Telegram Story') | 6  | 18  | THE PERSUADERS     |
| 10:30-11:00 |                       |   |  |   |                    |
| THU<br>4TH  | 7:00- 7:30            | Local Programming                               | 15   | + FUNNY FACE                                  |                    |
|             | 7:30- 8:00            | Not Complete Network                            | 15   | LONGSTREET                                    |                    |
|             | 8:00- 8:30            | O'HARA, UNITED STATES TREASURY                  |  | 18  |                    |
|             | 8:30- 9:00            |   | Not Complete Network                           | 24  | DEAN MARTIN        |
|             | 9:00- 9:30            | 7   |  | HERE COME THE SEVENTIES                       |                    |
|             | 9:30-10:00            |   |  |   |                    |
|             | 10:00-10:30           |   | 13   | THE BOLD ONES                                 |                    |
|             | 10:30-11:00           |   |  |   |                    |
| S-S         | 11:00-11:20           | * CBC NEWS                                      | 11   | 8   | * CTV NEWS         |

\* Re-scheduled in some areas on one occasion.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings prevents the inclusion of Saturday and Wednesday data in this table.



- Another CBC information series, MAN ALIVE (Monday, 10:30-11:00 pm) is also drawing much smaller audiences than it did last season. This week's 4 per cent audience was unchanged in size from previous weeks' audiences to 'Man Alive' this season but little more than half the size of average audiences to the series last season. In this week's program host Roy Bonisteel talked with Eli Wiesel, a survivor from a Nazi concentration camp, about his loss of faith during the War years and his recent return to a deeper understanding of God. The index of audience enjoyment was 61, not significantly different from the 65 indices for the two preceding weeks' 'Man Alive' programs - the Oliver Cromwell-Charles I dramatization on October 18 and the interview with the Archbishop of Canterbury on October 25.
- On Wednesday, from 8:00-8:30 pm, THIS LAND drew another 7 per cent audience this week - typical of the series this season but not much more than half the size of the audience that 'This Land' had last season when it ran for 60 minutes in the Wednesday 10:00-11:00 pm slot. The series continues, however, to be much enjoyed by those who watch it, this week's look at the way of life of the inhabitants of the remote Magdalen Islands in the Gulf of St. Lawrence rating a characteristically high index of enjoyment of 80.
- TUESDAY NIGHT (10:00-11:00 pm) this week presented a capsule history of the 95-year span of the recently deceased Toronto daily 'Telegram'. Although about average for 'Tuesday Night' this season, this week's 6 per cent audience falls considerably short of the average 11 per cent audience that the series was drawing last season. Levels of audience enjoyment continue to fluctuate from week to week, this week's index of 72 being about midway between the indices of the most and least enjoyed 'Tuesday Night' programs in the current series. The record to date:

| <u>Date</u> | <u>Program</u>  | <u>Per Cent Viewing</u> | <u>Index of Enjoyment</u> |
|-------------|---|-------------------------|---------------------------|
| Sept. 14    | Review of conflict in Northern Ireland                                | 7                       | 74                        |
| Sept. 21    | Feature on Niagara Falls  | 8                       | 74                        |
| Sept. 28    | Canada's Image Abroad (sic)   | 6                       | 67                        |
| Oct. 5      | A Look Back At the October 1970 Crisis in Quebec                      | 7                       | 75                        |
| Oct. 12     | BBC documentary on probability of another earthquake in San Francisco | 10                      | 88                        |
| Oct. 19     | Two styles of travel in Canada: conducted bus tours and hitch-hiking  | 7                       | 67                        |
| Oct. 26     | Profile of author Morley Callaghan                                    | 4                       | 62                        |
| Nov. 2      | The Toronto 'Telegram', deceased                                      | 6                       | 72                        |

This week's second program of the eight-part political series, THE TENTH DECADE, (Wednesday 9:00-10:00 pm) covered the 1957 coming to power of a minority Conservative government, Lester Pearson's career as a diplomat, his subsequent rise to leadership of the Liberal Party and early days as Leader of the Opposition, and the unprecedented victory of John Diefenbaker and his Conservatives in the March 1958 snap election. With an 8 per cent audience and an index of enjoyment of 77, the levels of both viewing and audience appreciation of the program were virtually unchanged from the week before. Hardly surprisingly, the series is being most enjoyed by older viewers aged 50 plus who constitute just about half the total audience and whose rating of this week's episode is expressed in an index of enjoyment of 83. Younger viewers were somewhat less enthusiastic, however, hence the index of 77 for the audience as a whole. This 8 per cent audience, incidentally, represents just short of a million viewers.

Following this, at 10:00-10:50 pm on Wednesday, most CBC network stations carried the Vancouver-produced documentary TORRE: EXPEDITION TO PATAGONIA, the story of a 1970 Canadian mountain-climbing expedition to the Patagonia region of South America. The audience was 6 per cent and the program was well received with an enjoyment index of 76.

On Monday at 10:00-10:30 pm, THE NATURE OF THINGS began a repeat showing of last season's four-part series, 'The Last Stand', on the need for the preservation of natural wildlife areas throughout the world. This week's program, which dealt with the natural habitat of bighorn, elk, moose and mountain goats in the Rocky Mountains, had an audience of 11 per cent - about the same size as the audience to this season's opening one-hour 'Nature Of Things' program on the ecological future of the Great Lakes, and significantly bigger than the 7 per cent audience to each of the three succeeding half-hour 'medicine' programs (on diabetes, cancer and Parkinson's disease). As with the original showing last year, widespread audience interest in the subject matter of this week's program was reflected in a very high index of audience enjoyment - on this occasion 87.

This week's TELESCOPE (Tuesday 9:30-10:00 pm) profiled Canadian jockey Sandy Hawley. The audience was 9 per cent, about average for full network 'Telescope' programs this season, and the index of enjoyment 73, well above this season's low average index of 64. 'Telescope' is another series that is attracting smaller audiences than it did last season when it ran at 8:30-9:00 pm on Tuesdays and averaged an audience of 12 per cent. The program's declining audience in recent weeks has also, in the CBC-CTV common coverage area, given a slight edge to CTV's 'Ian Tyson' show which, in the opening weeks of the season, was sharing audience about equally with 'Telescope'. The full audience record so far this season:

| <u>Date</u> | <u>Program</u>   | <u>Per Cent Viewing</u> | <u>Index of Enjoyment</u> |
|-------------|--|-------------------------|---------------------------|
| Sept. 14    | On the world of TV commercials   | 12                      | 72                        |
| Sept. 21    | Profile of comedian David Steinberg  | 10                      | 59                        |
| Sept. 28    | Profile of 84-year old newspaper editor, 'Ma' Murray                                 | 11                      | 82                        |
| Oct. 5      | On Canadian comic books of the 1940s   | 9                       | 64                        |
| Oct. 12     | Profile of conductor Boris Brott<br>(program not carried in Ontario)                 | 5                       | 61                        |
| Oct. 19     | On the folk-rock group 'Perth County Conspiracy'<br>(program not carried in Ontario) | 5                       | 51                        |
| Oct. 26     | Profile of actor-director Jean Gascon  | 6                       | 52                        |
| Nov. 2      | Profile of jockey Sandy Hawley   | 9                       | 73                        |

• THE IRISH ROVERS (Monday 7:30-8:00 pm on the metronet and some CBC affiliate stations) this week returned to its regular format with a show designed specially for children and featuring puppeteer Shari Lewis as guest. The adult-teenage audience was 17 per cent nationally and 18 per cent within the metronet area where the program was fully available - some 4 percentage points bigger than the audience to last week's second 'Music Hall' special and some 2-3 percentage points bigger than individual audiences to each of the five earlier 'Irish Rovers' broadcasts this season. Maintaining the very high level of enjoyment that has been consistently attained by regular format 'Irish Rovers' programs, Monday's children's show rated an audience enjoyment index of 86. (Information on viewers' reactions to the individual musical items on this week's 'Irish Rovers' has been separately reported.)

• Now in its eighth week, the PAUL BERNARD, PSYCHIATRIST series (weekdays, 4:00-4:30 pm) continues to draw average day audiences of 4-5 per cent - several percentage points smaller than the average audience attracted at this time last season by 'The Galloping Gourmet' cuisine series. Nor has there been any increase in viewer enjoyment of the 'Paul Bernard' series since it began, the average index of 51 for this week's five broadcasts being typical of the low level of enjoyment maintained by the series as a whole.



. In contrast, the weekday TAKE THIRTY series (3:00-3:30 pm) which so far this season has also been attracting a 4-5 per cent daily audience, is being specially well received this year by those who watch it. The average index for this week's five broadcasts, as for the series to date, is a high 78 - 4 points above the enjoyment norm for the 1970-71 'Take Thirty' series. Indices of enjoyment of 78 for individual day programs were attained this week by the Friday film tour of London by Agota Gabor, the Monday visit with actress Patricia Neal and her writer husband Roald Dahl, and Thursday's talk with Dr. Thomas Verney, a psychiatrist specializing in marital problems. The remaining Tuesday program on day care centres and the Wednesday magazine broadcast discussing women's perfumes and the refinishing of old furniture had indices of 80 and 75 respectively. 'Take Thirty' continues to have about twice as many viewers over its five-day span as on an average day.

CBC Research  
Ottawa

# A CBC RESEARCH REPORT

TV/71/44

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 5-11, 1971

### THIS WEEK

Special network programming this week included coverage of the annual Remembrance Day service in Ottawa, another Anne Murray music-variety program, a repeat showing of the Peanuts cartoon 'He's Your Dog, Charlie Brown', and a documentary on Canadian film director Norman Jewison. Regular CBC programs pre-empted throughout the country included 'The Rovers', 'Cannon' and 'The Nature Of Things'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 5 - 11, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEW NG | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| FLIP WILSON  | Sun. 8:00- 9:00           | 39                  | 82                    |
| HOCKEY NIGHT IN CANADA                             | Sat. 8:00-10:38           | 37                  | 82                    |
| THE WONERFUL WORLD OF DISNEY                       | Sun. 6:00- 7:00           | 37                  | 84                    |
| CAROL BURNETT                                      | Tue. 8:30- 9:30           | 36                  | 80                    |
| 'ANNE AGAIN'                                       | Mon. 8:30- 9:30           | 33                  | 81                    |
| 'HE'S YOUR DOG CHARLIE BROWN' (Repeat)             | Sun. 7:00- 7:30           | 31                  | 70                    |
| THE PARTRIDGE FAMILY                               | Mon. 8:00- 8:30           | 27                  | 81                    |
| MARY TYLER MOORE                                   | Tue. 8:00- 8:30           | 25                  | 77                    |
| O'HARA, UNITED STATES TREASURY                     | Thu. 8:00- 9:00           | 24                  | 82                    |
| ROWAN AND MARTIN                                   | Fri. 8:00- 9:00           | 24                  | 69                    |
| JIMMY STEWART                                      | Sun. 7:30- 8:00           | 23                  | 74                    |
| TOMMY HUNTER                                       | Fri. 9:00-10:00           | 22                  | 84                    |
| FOOTBALL - CFL (Winnipeg at Regina)                | Sat. 3:00- 5:34           | 21                  | 82                    |
| FRONT PAGE CHALLENGE                               | Mon. 9:30-10:00           | 18                  | 86                    |
| 'FUR COAT' (drama)                                 | Sun. 9:00-10:00           | 15                  | 55                    |
| CBC NATIONAL NEWS                                  | S-S 11:00-11:21           | 15                  | 81                    |
| + COUNTRYTIME                                      | Sat. 10:40-11:00          | 13                  | 73                    |
| EDGE OF NIGHT                                      | M-F 3:30- 4:00            | 12                  | 85                    |
| REMEMBRANCE DAY SERVICE                            | Thu. 10:30-11:15 am       | 12                  | 83                    |
| TELESCOPE (Profile of food expert Jehane Benoit)   | Tue. 9:30-10:00           | 12                  | 77                    |
| NO, THAT'S ME OVER HERE                            | Wed. 8:30- 9:00           | 9                   | 65                    |
| THIS LAND  | Wed. 8:00- 8:30           | 8                   | 81                    |
| THE TENTH DECADE ('The Power And The Glory')       | Wed. 9:00-10:00           | 8                   | 79                    |
| CBC WEEKEND  | Sun. 10:00-11:00          | 8                   | 69                    |
| * 'NORMAN JEWISON, FILM MAKER' (NFB)               | Wed. 10:00-11:00          | 7                   | 71                    |
| FOOTBALL - NFL (Dallas at St. Louis)               | Sun. 2:00- 4:44           | 6                   | 74                    |
| TUESDAY NIGHT ('Taiwan-The End Of The Beginning')  | Tue. 10:00-11:00          | 6                   | 81                    |
| MAN ALIVE  | Mon. 10:00-11:00          | 6                   | 54                    |
| PAUL BERNARD, PSYCHIATRIST                         | M-F 4:00- 4:30            | 5                   | 54                    |
| TAKE THIRTY  | M-F 3:00- 3:30            | 4                   | 79                    |
| * MUSIC TO SEE                                     | Sun. 5:00- 5:30           | 3                   | \$                    |
| TOMMY TOMPKINS                                     | Wed. 4:30- 5:00           | 2                   | \$                    |
| * COUNTRY CANADA                                   | Sun. 1:30- 2:00           | 2                   | \$                    |
| NATION'S BUSINESS (Progressive Conservative Party) | Sun. 11:15-11:21          | 2                   | \$                    |
| SPORTS WEEK  | Sun. 4:45- 5:00           | 2                   | \$                    |
| PROVINCIAL AFFAIRS                                 | Sat. 11:15-11:22          | 1                   | \$                    |

+ Pre-empted in some areas

\* Re-scheduled in some areas

\$ Sample too small for reliable reporting of enjoyment level.



## THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worth-while', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

## PROGRAM NOTES

- . TELESCOPE (Tuesday 9:30-10:00 pm) this week visited Canadian food expert Jehane Benoit at her home in rural Quebec. With many viewers finding Madame Benoit a most appealing personality, the broadcast rated a fairly high audience enjoyment index of 77 - second only in this season's 'Telescope' series to the peak index of 82 attained by the September 28 profile of newswoman 'Ma' Murray, and far above the series' current enjoyment norm of just 64. The 12 per cent audience to Tuesday's program was also significantly above the 9 per cent average for 'Telescope' this year and, in fact, equalled the average audience maintained by last season's 'Telescope' series which ran in the earlier 8:30 pm Tuesday slot. And, in the common CBC-CTV reception area where the CTV's 'Ian Tyson Show' has recently been outdrawing 'Telescope', the two programs this week shared audience about equally.
- . Following 'Telescope', at 10:00-11:00 pm, TUESDAY NIGHT presented a documentary on modern Formosa. 'Taiwan - The End Of The Beginning' discussed the current economic and defense policies of Taiwan and looked at the lifestyle of her people. In line with the highly favourable audience reactions to past-season documentaries on various foreign countries and their people, the Taiwan program was very well received with an index of 81 - a level of enjoyment surpassed by only one previous 'Tuesday Night' broadcast this season (the October 12 look at the earthquake possibilities in San Francisco) and 9 points above the enjoyment norm for the series to date. The size of this week's 'Tuesday Night' audience,

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 5-11, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                    |                           |                     |                       |
| THE IRISH ROVERS                                     | Mon. 7:30- 8:00           | 16                  | 82                    |
| * HYMN SING  | Sun. 5:30- 6:00           | 10                  | 84                    |
| * REPLAY   | Sat. 6:30- 7:00           | 4                   | 71                    |
| * LET'S CALL THE WHOLE THING ORFF                    | Sat. 7:00- 7:30           | 4                   | 38                    |
| MIDWEEK  | Thu. 10:00-11:00          | 3                   | \$                    |
| TO SEE OURSELVES ('Chip Off The Old Block')          | Thu. 9:30-10:00           | 3                   | 74                    |
| FAMILY COURT   | M-F 1:30- 2:00            | 3                   | 83                    |
| * UPDATE   | Sat. 6:00- 6:30           | 3                   | 69                    |
| IN THE MOOD  | Thu. 9:00- 9:30           | 2                   | \$                    |
| THE GALLOPING GOURMET                                | M-F 2:00- 2:30            | 2                   | 72                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | \$                    |
| * ANALOG   | Sun. 1:00- 1:30           | 1                   | \$                    |
| <u>CBC METRONET</u>                                  |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY                        | Sun. 6:00- 7:00           | 20                  | 84                    |
| GET SMART  | M-F 5:30- 6:00            | 9                   | 78                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 9                   | 76                    |
| GETTING TOGETHER                                     | Thu. 7:30- 8:00           | 7                   | 72                    |
| SINGALONG JUBILEE                                    | Wed. 7:30- 8:00           | 7                   | 76                    |
| WORLD TV SHOWCASE (The Sinners: 'The Mad Lomasneys') | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV NETWORK</u>                                   |                           |                     |                       |
| HOCKEY-NHL   | Wed. 8:00-10:28           | 29                  | 83                    |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 19                  | 77                    |
| FRIDAY NIGHT MOVIE ('A Howling In The Woods')        | Fri. 8:00-10:00           | 18                  | 79                    |
| MARCUS WELBY, M.D.                                   | Tue. 8:00- 9:00           | 16                  | 83                    |
| * MEDICAL CENTER                                     | Mon. 7:30- 8:30           | 14                  | 83                    |
| F.B.I.   | Fri. 10:00-11:00          | 14                  | 78                    |
| THE PERSUADERS                                       | Tue. 10:00-11:00          | 13                  | 80                    |
| MANNIX   | Sun. 10:00-11:00          | 13                  | 85                    |
| FOOTBALL - CFL (Ottawa at Hamilton)                  | Sun. 2:00- 4:28           | 13                  | 80                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 13                  | 82                    |
| + FUNNY FACE   | Thu. 7:00- 7:30           | 12                  | 78                    |
| ROOM 222   | Fri. 7:00- 7:30           | 12                  | 78                    |
| LONGSTREET   | Thu. 7:30- 8:30           | 12                  | 79                    |
| + ACADEMY PERFORMANCE ('Coogan's Bluff')             | Sat. 8:00-10:00           | 12                  | 71                    |
| *+ DORIS DAY   | Mon. 7:00- 7:30           | 10                  | 73                    |
| THE PARTNERS   | Fri. 7:30- 8:00           | 10                  | 75                    |
| THE BOLD ONES  | Thu. 10:00-11:00          | 9                   | 83                    |
| ROLLIN' ON THE RIVER                                 | Sat. 7:00- 8:00           | 9                   | 66                    |
| IAN TYSON  | Tue. 9:30-10:00           | 9                   | 74                    |
| * UNTAMED WORLD                                      | Sun. 5:00- 5:30           | 9                   | 85                    |
| * NICHOLS  | Mon. 8:30- 9:30           | 9                   | 68                    |
| * CTV NATIONAL NEWS                                  | S-S 11:00-11:18           | 8                   | 78                    |
| HERE COME THE SEVENTIES                              | Thu. 9:30-10:00           | 7                   | 72                    |
| WIDE WORLD OF SPORTS                                 | Sat. 4:30- 6:00           | 6                   | 78                    |
| ANYTHING YOU CAN DO                                  | M-F 3:30- 4:00            | 5                   | 80                    |
| SHIRLEY'S WORLD                                      | Sun. 8:30- 9:00           | 5                   | 6                     |
| W5   | Sun. 9:00-10:00           | 4                   | 74                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 4                   | 84                    |
| STORY THEATRE  | Sun. 7:00- 7:30           | 4                   | 57                    |
| MAN TRAP   | M-F 2:30- 3:00            | 3                   | 72                    |
| SPORTS BEAT '71                                      | Wed. 10:30-11:00          | 3                   | 77                    |

\* Re-scheduled in some areas(in case of multi-day programs, on one or more occasions).

+ Not carried(on this day and at this time)on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

however, at 6 per cent, was no bigger than it has been most weeks this season, which is significantly smaller than the 11 per cent audience that the series averaged last year.

- . On Wednesday evening at 8:00-8:30 pm, THIS LAND reported on the Alberta government's decision to construct the 'Big Horn Dam' in the face of objections from the Indians of the Kootenay Plains. The audience was 8 per cent - the same size as the audience to preceding weeks' programs this season but significantly smaller than the 12 per cent audience normally recorded for 'This Land' last season when the series ran a full hour in the 10:00-11:00 pm Wednesday slot. Viewer reaction to this week's program was characteristic of the series - index of audience enjoyment a typically high 81.
- . 'The Power And The Glory', this week's third program in the political TENTH DECADE series, reviewed the major events of the four-year period in Canadian politics following the 1958 federal election. Broadcast in its regular Wednesday 9:00-10:00 pm slot, the series drew another 8 per cent audience and was again much enjoyed by most of those who watched it - index of enjoyment for the audience as a whole, 79, virtually unchanged from the two previous weeks.
- . Following this, from 10:00 to 11:00 pm on Wednesday, the network carried NORMAN JEWISON, FILM MAKER, a National Film Board documentary which showed director Jewison at work on the forthcoming film version of the successful Broadway musical, 'Fiddler On the Roof'. The 7 per cent audience was slightly below average for programs broadcast in the Wednesday 10:00-11:00 pm this season and substantially smaller than the average 12 per cent audience to 'This Land' when it ran in this same slot last season. The reaction of those who watched this Jewison program was moderately favourable rather than enthusiastic, the index of enjoyment for the audience as a whole being 71. Comparable indices of enjoyment for other special documentary programs this season, outside of regular series, and at various broadcast times:



TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV AREAS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 5-11, 1971

| DAY         | TIME<br>(Eastern, pm)                                  | CBC PROGRAM                    |                | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM  |  |
|-------------|--|--------------------------------|----------------|--|--|--|
| FRI<br>5TH  | 7:00- 7:30   | Local Programming              |                | 14   | ROOM 222   |  |
|             | 7:30- 8:00   | Not Complete Network           |                | 11   | THE PARTNERS                                       |  |
|             | 8:00- 8:30   | ROWAN AND MARTIN               | 20             | 20   | FRIDAY NIGHT MOVIE<br>( 'A Howling In The Woods' ) |  |
|             | 8:30- 9:00   |                                |                |  |  |  |
|             | 9:00- 9:30   | TOMMY HUNTER                   | 18             |  |  |  |
|             | 9:30-10:00   |                                |                |  |  |  |
| 10:00-10:30 | Not Complete Network                                   |                                | 17             | F. B. I.                                       |  |  |
| 10:30-11:00 |  |                                |                |  |  |  |
| SUN<br>7TH  | 7:00- 7:30   | 'HE'S YOUR DOG CHARLIE BROWN'  | 29             | 4  | STORY THEATRE                                      |  |
|             | 7:30- 8:00   | JIMMY STEWART                  | 20             | 15   | MOD SQUAD  |  |
|             | 8:00- 8:30   | FLIP WILSON                    | 37             |  |  |  |
|             | 8:30- 9:00   |                                |                | 5  | SHIRLEY'S WORLD                                    |  |
|             | 9:00- 9:30   | 'FUR COAT'                     | 13             | 5  | W5   |  |
|             | 9:30-10:00   |                                |                |  |  |  |
| 10:00-10:30 | CBC WEEKEND  | 6                              | 15             | MANNIX   |  |  |
| 10:30-11:00 |  |                                |                |  |  |  |
| TUE<br>9TH  | 7:00- 7:30   | Local Programming              |                | Not Complete Network                           |  |  |
|             | 7:30- 8:00   |                                |                |  |  |  |
|             | 8:00- 8:30   | MARY TYLER MOORE               | 22             | 18   | MARCUS WELBY, M.D.                                 |  |
|             | 8:30- 9:00   | CAROL BURNETT                  | 33             |  |  |  |
|             | 9:00- 9:30   | TELESCOPE                      | 10             | Not Complete Network                           |  |  |
|             | 9:30-10:00   |                                |                |  |  |  |
| 10:00-10:30 | TUESDAY NIGHT ( 'Taiwan-The End<br>Of The Beginning' ) | 15                             | THE PERSUADERS |  |  |  |
| 10:30-11:00 |  |                                |                |  |  |  |
| THU<br>11TH | 7:00- 7:30   | Local Programming              |                | 14   | + FUNNY FACE                                       |  |
|             | 7:30- 8:00   | Not Complete Network           |                | 14   | LONGSTREET   |  |
|             | 8:00- 8:30   | O'HARA, UNITED STATES TREASURY | 19             |  |  |  |
|             | 8:30- 9:00   |                                |                |  |  |  |
|             | 9:00- 9:30   | Not Complete Network           | 21             | DEAN MARTIN                                    |  |  |
|             | 9:30-10:00   |                                |                |  |  |  |
| 10:00-10:30 |  |                                |                |  |  |  |
| 10:30-11:00 |  |                                |                |  |  |  |
| S-S         | 11:00-11:25  | CBC NEWS                       | 13             | 9  | CTV NEWS   |  |

\* Broadcast time 11:07 - 11:25 pm in the East on Monday.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Monday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Monday and Wednesday data in this table.

| <u>Date</u> | <u>Program</u>  | <u>Index of<br/>Enjoyment</u> |
|-------------|---|-------------------------------|
| Sept. 12    | 'Atonement' - an NFB documentary on the work of the Canadian Wildlife Service.                                    | 85                            |
| Sept. 19    | 'Dream Of Empire' - a Yorkshire Television program on Portugal.   | 71                            |
| Sept. 28    | 'Death Of A Legend' - an NFB documentary on wolves and their habits.  | 88                            |
| Oct. 6      | 'Virgin Quest' - underwater film exploration of Anacada Reef in the Bahamas. CBC-Ontario Royal Museum production. | 79                            |
| Oct. 6      | 'Eye Hears, Ear Sees' - a BBC documentary on Canadian film-maker Norman McLaren.                                  | 61                            |
| Oct. 20     | 'Men Of Lunenburg' - a CBC study of the small Nova Scotia fishing town.   | 70                            |
| Oct. 20     | 'The Gold Seekers' - CBC program on the gold rush of the early 1860s.   | 79                            |
| Oct. 27     | 'The Conquered Dream' - an NFB documentary on development of the Canadian North.                                  | 86                            |
| Nov. 3      | 'Expedition to Patagonia' - CBC program on a 1970 expedition to South America.                                    | 76                            |
| Nov. 10     | 'Norman Jewison, Film Maker' - an NFB profile.  | 71                            |

Given the fact that, in the past, TV profiles of figures in the world of art have been notoriously ill-received by Canadian audiences, this portrait of Jewison has to be rated as at least moderately successful with about half the total audience rating the program as one that they had enjoyed very much and a substantial minority indicating that they had learned quite a bit from the program, about both the man and his work, that they hadn't known before.

This week's program in the Monday 8:30-9:30 pm slot was ANNE AGAIN, the first of several music specials this season to feature singing star 'Anne Murray'. This week's program (which in the three Prairie Provinces ran directly against CTV coverage of the 'Miss Canada Pageant') drew a national audience of 33 per cent - much bigger than the usual 24 per cent audience to the pre-empted 'Cannon' and the fifth biggest network audience this week following 'Flip Wilson', 'Hockey', 'Disney' and 'Carol Burnett'. This

33 per cent audience to 'Anne Again' is, incidentally, just 4 percentage points short of the peak audience on record for any 'Anne Murray' special. Featured guests on this occasion were 'The Stampeders' vocal group, singer-composer Shirley Eikhardt, and Anne Murray's brothers Bruce and Stewart. With Anne as usual very much the star of her own show, the program as a whole was enthusiastically received with an audience enjoyment index of 81 - 4 points higher than the index for each of the first two Anne Murray shows of last season and a full 10 points higher than that of the not-so-successful mid-April special, 'I Believe In Music'.

Running in central Canada (from Quebec to Saskatchewan) directly against the CTV network's 'Miss Canada Pageant', FRONT PAGE CHALLENGE (Monday, 9:30-10:00 pm) this week drew an 18 per cent audience - some 3 percentage points below average for the series. Guest challengers on the program were women's liberation activist Germaine Greer and retired hockey star Jean Beliveau. Viewers immensely enjoyed this latter segment, but were somewhat less enthused by Miss Greer's discussion of her book 'The Female Eunuch'. As a whole, however, the program went over very well, the overall index of enjoyment being 86, the peak index for the series this season.

In its first hour-long program of the season, at 10:00-11:00 pm on Monday, MAN ALIVE looked at the current trend towards more meaningful lyrics in rock music. At 6 per cent, the audience was slightly bigger than the audience to any of the previous weeks' half-hour 'Man Alive' programs; viewer reaction to this week's broadcast, however, was far from enthusiastic, the enjoyment index of 54 being 10 points below average for the series to date and 7 points below the previous low.

This week's program in the 'Sunday At Nine' slot (9:00-10:00 pm) was FUR COAT, a comedy drama by Bryan Barney about the romantic affairs of several employees of an advertising firm. Audience reaction to the program was much the same as to most 'Sunday At Nine' plays this season; about one-third of those who watched 'Fur Coat' very much enjoyed it, but a substantial minority of viewers were much less favourably impressed and the resultant enjoyment index for the audience as a whole was a typically low 55. Viewing, at the 15 per cent mark, was just slightly below the average 16-17 per cent level for 'Sunday At Nine' dramas this season.

Following this, at 10:00-11:00 pm on Sunday, CBC WEEKEND drew another relatively small national audience of 8 per cent - the same size of audience that the series has been attracting over the past four weeks and significantly smaller than the average 13 per cent audience for last season's 'Weekend' series. Included in this week's program was a report on the Green-peace II voyage to



protest the Amchitka nuclear blast, a look at the controversy surrounding the use of an Alberta Military Reserve as a weapon testing ground by the British army, and an assessment of current race relations problems in the U.S. Audience reaction to the program as a whole was, if anything, even slightly less enthusiastic than usual, the enjoyment index of 69 being some 4 index points below the current 'Weekend' average index of 73.

- . TAKE THIRTY (weekdays 3:00-3:30 pm) got another highly favourable reception this week from those who watched it. With indices for individual day programs all falling within the narrow 75-81 range, the average index for the five broadcasts was 79. The content: on Friday, a look at demonstrations against the Amchitka nuclear test and at the polar bear problem at Churchill Manitoba; on Monday, the conclusion of an interview with actress Patricia Neal and husband Raold Dahl; on Tuesday and Wednesday, a two-part report on the 'runaway' teenager; and on Thursday, a program about the Prairies with authors Max Braithwaite and James Gray as guests. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five-day period, 10 per cent.
- . The post-hockey country-music series COUNTRYTIME was joined in progress this week at 10:40-11:00 pm eastern time in all areas except British Columbia where it was completely pre-empted. The national audience was 13 per cent - marginally smaller than the recent average audience for 'Countrytime' broadcasts shown in all parts of the country. There was also a drop in the general level of audience enjoyment this week; featuring Saskatoon's 'Humphrey and The Dumptrucks' as special guests, the show rated an index of only 73 - substantially below the series' enjoyment norm of about 76-77 both this season and last, and much below the peak index of 82 attained by the current year's October 16 show featuring Wilf Carter.
- . At 10:30-11:15 am Thursday (in all areas of the country except the Atlantic region where it ran later), the network carried a Remembrance Day film and provided coverage of the special REMEMBRANCE DAY SERVICE from Ottawa. This year's program drew a 12 per cent audience across the country - half as big again as the unusually small audience to last year's broadcast and about the same size as audiences of the 1968 and '69 'Remembrance Day Services'. As always, the broadcast was very much appreciated by those who watched it, the index of enjoyment on this occasion being a typically high 83.
- . In the Sunday 7:00-7:30 pm slot, pre-empting 'The Rovers', the network this week carried another repeat of the Peanuts cartoon HE'S YOUR DOG, CHARLIE BROWN. The program on this occasion drew an adult-teenage audience of 31 per cent (some 8-9 percentage

points bigger than recent adult-teenage audiences to 'The Rovers') plus presumably many younger viewers under the age of 12. With only a moderately favourable index of audience enjoyment of 70, the broadcast was received by its adult-teenage audience with about the same degree of viewer enthusiasm as most previous 'Peanuts' cartoon specials.

CBC Research  
Ottawa

# A CBC RESEARCH REPORT

TV/71/45

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 12-18, 1971

### THIS WEEK

Special programming this week included coverage of the Toronto 'Santa Claus Parade', the first western final CFL Football game between Saskatchewan and Calgary, and the Atlantic Bowl game between the Western Ontario Mustangs and St. Mary's Huskies. The full network also presented a repeat of 'The Frog Prince' and CBC metronet stations carried the Dr. Suess cartoon 'The Cat In The Hat'; because of insufficient advance notice of scheduling, however, no audience information is available for either of these programs.

Regular CBC programs pre-empted throughout the country this week included 'The Tenth Decade', 'Getting Together', and 'O'Hara U.S. Treasury'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning



TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 12-18, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| THE WONDERFUL WORLD OF DISNEY                                   | Sun. 6:00- 7:00           | 36                  | 86                    |
| FLIP WILSON   | Sun. 8:00- 9:00           | 34                  | 78                    |
| HOCKEY NIGHT IN CANADA  | Sat. 8:00-10:30           | 34                  | 81                    |
| CAROL BURNETT   | Tue. 8:30- 9:30           | 33                  | 77                    |
| THE PARTRIDGE FAMILY  | Mon. 8:00- 8:30           | 27                  | 81                    |
| CANNON  | Mon. 8:30- 9:30           | 26                  | 78                    |
| FRONT PAGE CHALLENGE  | Mon. 9:30-10:00           | 24                  | 86                    |
| FOOTBALL - CFL (Calgary at Regina)                              | Wed. 9:00-11:30           | 24                  | 87                    |
| MARY TYLER MOORE  | Tue. 8:00- 8:30           | 23                  | 76                    |
| ROWAN AND MARTIN  | Fri. 8:00- 9:00           | 23                  | 69                    |
| TOMMY HUNTER  | Fri. 9:00-10:00           | 22                  | 81                    |
| JIMMY STEWART   | Sun. 7:30- 8:00           | 22                  | 77                    |
| THE ROVERS  | Sun. 7:00- 7:30           | 21                  | 69                    |
| SANTA CLAUS PARADE  | Sat. 9:15-10:17 am        | 20                  | 84                    |
| 'MacLEISH'S WILD HORSES' (drama)                                | Sun. 9:00-10:00           | 20                  | 56                    |
| FOOTBALL - CFL (Toronto at Hamilton)                            | Sun. 2:00- 4:44           | 18                  | 82                    |
| COUNTRYTIME   | Sat. 10:30-11:00          | 16                  | 75                    |
| * CBC NATIONAL NEWS   | S-S 11:00-11:21           | 14                  | 81                    |
| EDGE OF NIGHT   | M-F 3:30- 4:00            | 12                  | 85                    |
| THE NATURE OF THINGS ('Last Stand: The<br>Everglades') (Repeat) | Mon. 10:00-10:30          | 10                  | 88                    |
| CBC WEEKEND   | Sun. 10:00-11:00          | 9                   | 73                    |
| TELESCOPE (Profile of architect Arthur<br>Erickson)             | Tue. 9:30-10:00           | 8                   | 68                    |
| * NO, THAT'S ME OVER HERE                                       | Wed. 8:30- 9:00           | 7                   | 65                    |
| + THIS LAND   | Wed. 8:00- 8:30           | 6                   | 84                    |
| TUESDAY NIGHT ('Bethune') (NFB, Repeat)                         | Tue. 10:00-11:00          | 6                   | 82                    |
| MAN ALIVE   | Mon. 10:30-11:00          | 5                   | 73                    |
| PAUL BERNARD, PSYCHIATRIST                                      | M-F 4:00- 4:30            | 5                   | 51                    |
| ATLANTIC BOWL   | Sat. 1:00- 3:39           | 4                   | 72                    |
| TAKE THIRTY   | M-F 3:00- 3:30            | 4                   | 77                    |
| TOMMY TOMPKINS (Repeat)   | Wed. 4:30- 5:00           | 3                   | 88                    |
| * MUSIC TO SEE  | Sun. 5:00- 5:30           | 3                   | \$                    |
| * COUNTRY CANADA  | Sun. 1:30- 2:00           | 3                   | \$                    |
| NATIONS BUSINESS (Liberal Party)                                | Sun. 11:15-11:21          | 2                   | \$                    |
| SPORTS WEEK   | Sun. 4:44- 4:55           | 2                   | \$                    |
| PROVINCIAL AFFAIRS  | Sat. 11:15-11:22          | 1                   | \$                    |

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Pre-empted in the West

\$ Sample too small for reliable reporting of enjoyment level.

elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teen-age public at large.

### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worth-while', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

### PROGRAM NOTES

- The average evening audience to this week's CBC 11 PM NATIONAL NEWS (weekdays at 11:00-11:21 pm and weekends, 11:00-11:14 pm) was 14 per cent - virtually unchanged from preceding weeks this season (average 15 per cent) but significantly smaller than the average day audience of 17 per cent that the 'National News' was attracting at about this same time last year. However, with audiences to the CTV 11 pm News also running at a slightly lower level than at this time last season, the disparity in the size of the audiences in the common CBC-CTV area to the two national newscasts remains about the same as last year - about a 3 to 2 ratio in the CBC's favour.
- Both in the size of its audience (9 per cent) and the degree to which it was enjoyed by those who watched it (index 73), this week's edition of CBC WEEKEND (Sunday, 10:00-11:00 pm) was about average for the

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 12-18, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                                |                           |                     |                       |
| THE IRISH ROVERS   | Mon. 7:30- 8:00           | 16                  | 84                    |
| * HYMN SING  | Sun. 5:30- 6:00           | 8                   | 84                    |
| IN THE MOOD  | Thu. 9:00- 9:30           | 4                   | 72                    |
| * LET'S CALL THE WHOLE THING ORFF                                | Sat. 7:00- 7:30           | 3                   | 38                    |
| MIDWEEK  | Thu. 10:00-11:00          | 3                   | \$                    |
| FAMILY COURT   | M-F 1:30- 2:00            | 3                   | 86                    |
| * REPLAY   | Sat. 6:30- 7:00           | 2                   | \$                    |
| * UPDATE   | Sat. 6:00- 6:30           | 2                   | \$                    |
| THE GALLOPING GOURMET  | M-F 2:00- 2:30            | 2                   | 71                    |
| TO SEE OURSELVES ('Why Didn't You Use A<br>Plunger?')            | Thu. 9:30-10:00           | 2                   | \$                    |
| * VIEWPOINT  | M-F 11:22-11:29           | 2                   | \$                    |
| SPORTS WEEK  | Sat. 3:40- 3:58           | 1                   | \$                    |
| * ANALOG   | Sun. 1:00- 1:30           | 1                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY                                    | Sun. 6:00- 7:00           | 20                  | 86                    |
| GET SMART  | M-F 5:30- 6:00            | 9                   | 79                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 8                   | 78                    |
| * SINGALONG JUBILEE  | Wed. 7:30- 8:00           | 7                   | 77                    |
| WORLD TV SHOWCASE (The Sinners-'In The<br>Bosom Of The Country') | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>  |                           |                     |                       |
| HOCKEY - NHL   | Wed. 8:00-10:30           | 23                  | 79                    |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 19                  | 75                    |
| MARCUS WELBY, M.D.   | Tue. 8:00- 9:00           | 16                  | 84                    |
| FOOTBALL - CFL (Regina at Calgary)                               | Sat. 4:00- 6:31           | 16                  | 87                    |
| FRIDAY NIGHT MOVIE ('The Harness')                               | Fri. 8:00-10:00           | 15                  | 74                    |
| MEDICAL CENTER   | Mon. 7:30- 8:30           | 15                  | 85                    |
| IRONSIDE   | Mon. 10:00-11:00          | 15                  | 83                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 14                  | 80                    |
| F.B.I.   | Fri. 10:00-11:00          | 14                  | 80                    |
| MANNIX   | Sun. 10:00-11:00          | 14                  | 80                    |
| LONGSTREET   | Thu. 7:30- 8:30           | 14                  | 82                    |
| + FUNNY FACE   | Thu. 7:00- 7:30           | 13                  | 76                    |
| + DORIS DAY  | Mon. 7:00- 7:30           | 13                  | 75                    |
| ROOM 222   | Fri. 7:00- 7:30           | 13                  | 77                    |
| + ACADEMY PERFORMANCE ('The War Wagon')                          | Sat. 8:00-10:00           | 12                  | 76                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 12                  | 82                    |
| SANTA CLAUS PARADE   | Sat. 9:30-10:17am         | 12                  | 81                    |
| THE BOLD ONES  | Thu. 10:00-11:00          | 10                  | 85                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 10                  | 73                    |
| THE PARTNERS   | Fri. 7:30- 8:00           | 10                  | 78                    |
| NICHOLS  | Mon. 8:30- 9:30           | 9                   | 72                    |
| ROLLIN' ON THE RIVER   | Sat. 7:00- 8:00           | 9                   | 63                    |
| IAN TYSON  | Tue. 9:30-10:00           | 8                   | 67                    |
| CTV NATIONAL NEWS  | S-S 11:00-11:18           | 8                   | 79                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30           | 8                   | 85                    |
| HERE COME THE SEVENTIES  | Thu. 9:30-10:00           | 6                   | 71                    |
| W5   | Sun. 9:00-10:00           | 5                   | 75                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00            | 5                   | 81                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 4                   | 84                    |
| SHIRLEY'S WORLD  | Sun. 8:30- 9:00           | 4                   | 69                    |
| STORY THEATRE  | Sun. 7:00- 7:30           | 4                   | 60                    |
| + WIDE WORLD OF SPORTS   | Sat. 1:00- 3:44           | 4                   | 85                    |
| MAN TRAP   | M-F 2:30- 3:00            | 3                   | 74                    |
| + SPORTS BEAT '71  | Wed. 10:30-11:00          | 2                   | \$                    |

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions)

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.



current series. To date, 'CBC Weekend' has maintained about the same level of viewer enjoyment, but has drawn only about two-thirds as big an audience, as last year's 'Weekend' series. The content of Sunday's program: a talk with the bank employee recently sentenced for his part in the \$400,000 bank robbery in P.E.I., and a report on the Canadian Forum Magazine's publication of Revenue Minister Herb Gray's confidential report on the impact of foreign ownership on the Canadian economy.

- MAN ALIVE (Monday 10:30-11:00 pm) this week took viewers to the Northern Ontario Cree Indian community of Big Trout Lake and talked with some of the inhabitants, and with two Anglican missionaries, about the white man's influence on the Indian's traditional way of life. With a substantial majority of those who watched this broadcast feeling that they had learned quite a bit from it that they hadn't known before about the Indian's problems, the program rated an enjoyment index of 73. This is some 8 points higher than the index for any previous 'Man Alive' program this season and it ranks the program on a par with the most enjoyed of last season's 'Man Alive' broadcasts. The audience to this week's program was 5 per cent - if anything, slightly bigger than audiences to previous half-hour 'Man Alive' broadcasts this season but still somewhat smaller than the average 7 per cent audience maintained by the series last season.
- TAKE THIRTY (weekdays 3:00-3:30 pm) had an average index of enjoyment of 77 this week for its five programs. Individual indices ranged from 79 for both the Monday talk with Group Captain Peter Townsend and Thursday's concluding segment of a two-part report on organ transplants, to 74 for the Friday program dealing with the National Hockey League and the movie 'Face-Off'. The two remaining programs - on Tuesday, a visit with the Committee for An Independent Canada and on Wednesday, part one of the report on organ transplants - each had indices of 76-77. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five-day period, 9 per cent.
- On Tuesday, from 9:30-10:00 pm, the subject of this week's TELESCOPE program, 'A Man For All Cities', was award-winning Vancouver architect Arthur Erickson. At 8 per cent the audience was slightly below average for the current series (10 per cent) and only about two-thirds as big as the average 'Telescope' audience of last season when the series ran in the earlier 8:30-9:00 pm Tuesday slot. The index of enjoyment this week was 68 - just slightly higher than the low average index for 'Telescope' programs both this season and last.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OFFERING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREA\*

WEEK: NOVEMBER 12-18, 1971

| DAY         | TIME<br>(Eastern, pm) | CBC PROGRAM                                    |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM |   |
|-------------|-----------------------|--|----|--|-------------|---|
| FRI<br>12TH | 7:00- 7:30            | Local Programming                              |    | 14   | 14          | ROOM 222                                |
|             | 7:30- 8:00            | Not Complete Network                           |    | 14   | 14          | THE PARTNERS                            |
|             | 8:00- 8:30            | ROMAN AND MARTIN                               | 20 | 14   | 14          | FRIDAY NIGHT MOVIE<br>( 'The Harness' ) |
|             | 8:30- 9:00            |  |    |  |             |   |
|             | 9:00- 9:30            | TOMMY HUNTER                                   | 17 |  |             |   |
|             | 9:30-10:00            |  |    |  |             |   |
|             | 10:00-10:30           | Not Complete Network                           |    | 16   | 16          | F.B.I.                                  |
| 10:30-11:00 |                       |  |    |  |             |   |
| SUN<br>14TH | 7:00- 7:30            | THE HOWERS                                     | 17 | 14   | 14          | STORY THEATRE                           |
|             | 7:30- 8:00            | JIMMY STEWART                                  | 18 | 14   | 14          | MOD SQUAD                               |
|             | 8:00- 8:30            | FLIP WILSON                                    | 31 |  |             |   |
|             | 8:30- 9:00            |  |    | SHIRLEY'S WORLD                                |             |   |
|             | 9:00- 9:30            | 'MacLEISH'S WILD HORSES'                       | 17 | 16   | 16          | W5                                      |
|             | 9:30-10:00            |  |    |  |             |   |
|             | 10:00-10:30           | CBC WEEKEND                                    | 8  |  |             |   |
| 10:30-11:00 |                       |  |    |  |             |   |
| MON<br>15TH | 7:00- 7:30            | Local Programming                              |    | 14   | 14          | + DORIS DAY                             |
|             | 7:30- 8:00            | Not Complete Network                           |    | 17   | 17          | MEDICAL CENTER                          |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY                           | 23 | 10   | 10          | NICHOLS                                 |
|             | 8:30- 9:00            | CANNON   | 22 |  |             |   |
|             | 9:00- 9:30            |  |    |  |             |   |
|             | 9:30-10:00            | FRONT PAGE CHALLENGE                           | 21 | 11   | 11          | PIG 'N' WHISTLE                         |
|             | 10:00-10:30           | THE NATURE OF THINGS                           | 9  | 17   | 17          | IRONSIDE                                |
| 10:30-11:00 | MAN ALIVE             | 4  |    |  |             |   |
| TUE<br>16TH | 7:00- 7:30            | Local Programming                              |    | Not Complete Network                           |             |   |
|             | 7:30- 8:00            |  |    |  |             |   |
|             | 8:00- 8:30            | MARY TYLER MOORE                               | 20 | 17   | 17          | MARCUS WELBY, M.D.                      |
|             | 8:30- 9:00            | CAROL BURNETT                                  | 29 |  |             |   |
|             | 9:00- 9:30            |  |    |  |             |   |
|             | 9:30-10:00            | TELESCOPE                                      | 4  | 16   | 16          | IAN TYSON                               |
|             | 10:00-10:30           | TUESDAY NIGHT ( 'Bethune' )<br>( NFB, Repeat ) | 5  | 16   | 16          | THE PERSUADERS                          |
| 10:30-11:00 |                       |  |    |  |             |   |
| WED<br>17TH | 8:00- 9:00            | Various  |    | 25   | 25          | HOCKEY - NHL                            |
|             | 9:00-10:30            | † FOOTBALL - CFL                               | 24 |  |             |   |
| THU<br>18TH | 7:00- 7:30            | Local Programming                              |    | 15   | 15          | + FUNNY FACE                            |
|             | 7:30- 8:00            | Not Complete Network                           |    | 15   | 15          | LONGSTREET                              |
|             | 8:00- 8:30            | 'THE FROG PRINCE'                              | 0  |  |             |   |
|             | 8:30- 9:00            |  |    |  |             |   |
|             | 9:00- 9:30            |  |    | 21   | 21          | DEAN MARTIN                             |
|             | 9:30-10:00            | Not Complete Network                           |    |  |             |   |
|             | 10:00-10:30           |  |    |  |             |   |
| 10:30-11:00 |                       |  |    |  |             |   |
| S-S         | 11:00-11:20           | * CBC NEWS                                     | 10 | 10   | 10          | CTV NEWS                                |

\* Broadcast time 11:30-11:51 pm in the East on Wednesday

+ Not carried (on this day and at this time) on all CTV stations.

0 Data not available

† Broadcast time 9:00-11:30 pm EST

NOTE: 'Live' (i.e. non-delayed) programming on Saturday evening this week plus the resultant rescheduling of other programs on this evening, prevents the inclusion of Saturday data in this table.

- This week's TUESDAY NIGHT (10:00-11:00) profiled the life of Dr. Norman Bethune. The NFB production, originally shown in the 1964-65 season 'Festival' series, traced Bethune's life from his student and early medical days in Montreal to his later involvement with the Chinese Revolution and premature death in 1939 while tending wounded soldiers in the Sino-Japanese war. Though the audience to the program, at 6 per cent, was slightly below normal for 'Tuesday Night' this season (and only about half as big as the average audience to the 'Tuesday Night' series last year), viewer reaction was highly favourable. Indeed, with an index of audience enjoyment of 82, the program ranks as one of the three most enjoyed 'Tuesday Night' programs of the current season. In particular, viewers of 'Bethune' felt that it had been a clear, concise and highly worthwhile documentary from which they had learned a great deal about Dr. Bethune and his work.
- At 9:00-10:00 pm on Sunday, a 20 per cent audience - the biggest for a 'Sunday At Nine' drama this season - was attracted to the Les Rose-Barry Pearson play MacLEISH'S WILD HORSES. Set in the foothills or the Canadian Rockies, the story concerns two men and their search for wild horses to sell to breeders south of the border. Following the trend of most 'Sunday At Nine' drama presentations this season, about one-third of those who watched this week's play very much enjoyed it, but a substantial minority of viewers were much less favourably impressed and the resultant index of enjoyment for the audience as a whole was a typically low 56.
- At 10:00-10:30 pm on Monday, THE NATURE OF THINGS repeated the second program of its conservation series 'The Last Stand'. This one looked at the plant and animal life of the Florida everglades and at efforts made to maintain the ecological balance of the area. As with the original showing last year, this repeat broadcast was very much enjoyed by the great majority of those who watched it and rated an audience enjoyment index of 88. This is just 2 index points above the high average index of enjoyment for the current series and much above last season's 'Nature Of Things' average index of 77. The size of the audience to Monday's program, at 10 per cent, was virtually unchanged from the week before and about equal in size to the average audience attracted to 'Nature Of Things' programs in this same Monday slot last season.
- Broadcast in its usual Wednesday 8:00-8:30 pm slot in the east but pre-empted in western provinces, THIS LAND had a below-average 6 per cent audience this week. Subject of the program was the current trend among Canadians to get closer to nature by exploring off-beat areas such as British Columbia's Bowron Wilderness Park. With the eastern audience particularly impressed by the west coast scenery, the broadcast rated a typically high audience enjoyment index of 84.



- . The annual SANTA CLAUS PARADE from Toronto was broadcast this year on Saturday at 9:15-10:17 am in all areas except the Atlantic region where live coverage ran from 10:15 am, and in British Columbia where it began at 9:00 am. In addition to an unknown but presumably large number of young viewers under the age of 12, an adult-teenage audience of 20 per cent watched the show - some 3-6 percentage points bigger than the network audience to each of the last four years' 'Santa Claus Parades'. As usual, the CTV network also provided coverage and, in the common CBC-CTV reception area where the program was available on both networks, the CBC this year outdrew CTV in an audience ratio of about 3 to 2. On both networks the 'Parade' was, as always, much enjoyed by those who watched it with indices of audience enjoyment of 84 and 81 respectively.
- . Once again this week the comedy-variety series LET'S CALL THE WHOLE THING ORFF was by far the least favourably received of all network programs (CTV or CBC), the index of enjoyment of 38 being just slightly higher than the series' very low average 35. And, in the Saturday 7:00-7:30 pm slot in the East and at various other times in the Western Provinces, the program continues to draw small weekly audiences of just 3-4 per cent.

CBC Research  
Ottawa

# A CBC RESEARCH REPORT

TV/71/46

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 19-25, 1971

### THIS WEEK

Special programming on the full network this week included the season's first 'Hart and Lorne Terrific Hour', the documentary 'Nobody Gets What He Wants' on co-operative housing, the first of four dramas titled 'Talking To A Stranger', a repeat of the animated cartoon 'Winnie The Pooh and The Blustery Day' and an afternoon program on Toronto's Hospital for Sick Children. In addition, CBC metronet stations provided live coverage of the 'Canadian College Bowl' game between the Universities of Alberta and Western Ontario. Because of late notice of scheduling, no audience information is available for the Toronto Hospital special.

Regular CBC programs pre-empted throughout the country were 'Rowan and Martin', 'The Rovers', 'This Land' and one edition of 'Edge Of Night'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAM

WEEK: NOVEMBER 19-25, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| THE WONDERFUL WORLD OF DISNEY                                | Sun. 6:00- 7:00           | 38                  | 89                    |
| HICKEY NIGHT IN CANADA                                       | Sat. 8:00-10:38           | 35                  | 82                    |
| FLIP WILSON  | Sun. 8:00- 9:00           | 34                  | 75                    |
| 'WINNIE THE POOH AND THE BLUSTERY DAY'<br>(Repeat)           | Sun. 7:00- 7:30           | 33                  | 78                    |
| CAROL BURNETT  | Tue. 8:30- 9:30           | 32                  | 79                    |
| THE PARTRIDGE FAMILY   | Mon. 8:00- 8:30           | 27                  | 82                    |
| CANNON   | Mon. 8:30- 9:30           | 25                  | 81                    |
| MARY TYLER MOORE   | Tue. 8:00- 8:30           | 23                  | 77                    |
| O'HARA, UNITED STATES TREASURY                               | Thu. 8:00- 9:00           | 23                  | 82                    |
| FRONT PAGE CHALLENGE (Repeat)                                | Mon. 9:30-10:00           | 22                  | 82                    |
| JIMMY STEWART  | Sun. 7:30- 8:00           | 22                  | 74                    |
| TOMMY HUNTER   | Fri. 9:00-10:00           | 21                  | 84                    |
| 'THE GOLDEN HANDSHAKE' (drama)                               | Sun. 9:00-10:00           | 16                  | 79                    |
| + COUNTRYTIME  | Sat. 10:41-11:00          | 15                  | 79                    |
| CBC NATIONAL NEWS  | S-S 11:00-11:21           | 14                  | 82                    |
| ‡ EDGE OF NIGHT  | M-F 3:30- 4:00            | 12                  | 88                    |
| 'THE HART AND LORNE TERRIFIC HOUR'                           | Fri. 8:00- 9:00           | 11                  | 51                    |
| FOOTBALL - NFL (Baltimore at Miami)                          | Sun. 1:00- 3:44           | 10                  | 78                    |
| TELESCOPE (Profile of artist Allen Sapp)                     | Tue. 9:30-10:00           | 9                   | 85                    |
| THE NATURE OF THINGS ('Last Stand: Point<br>Pelee') (Repeat) | Mon. 10:00-10:30          | 9                   | 85                    |
| 'TALKING TO A STRANGER'                                      | Wed. 10:00-11:00          | 8                   | 60                    |
| CANADIAN COLLEGE BOWL  | Sat. 1:00- 3:46           | 8                   | 76                    |
| NO, THAT'S ME OVER HERE                                      | Wed. 8:30- 9:00           | 8                   | 64                    |
| CBC WEEKEND  | Sun. 10:00-11:00          | 7                   | 73                    |
| THE TENTH DECADE ('Treason & Transition')                    | Wed. 9:00-10:00           | 7                   | 81                    |
| 'NOBODY GETS WHAT HE WANTS' (Housing<br>situation)           | Wed. 8:00- 8:30           | 6                   | 65                    |
| TUESDAY NIGHT ('The Energy Crisis')                          | Tue. 10:00-11:00          | 5                   | 84                    |
| MAN ALIVE  | Mon. 10:30-11:00          | 4                   | 55                    |
| PAUL BERNARD, PSYCHIATRIST                                   | M-F 4:00- 4:30            | 4                   | 54                    |
| TAKE THIRTY  | M-F 3:00- 3:30            | 3                   | 77                    |
| TOMMY TOMKINS  | Wed. 4:30- 5:00           | 3                   | \$                    |
| PROVINCIAL AFFAIRS   | Sat. 11:15-11:22          | 3                   | \$                    |
| MUSIC TO SEE   | Sun. 5:00- 5:30           | 3                   | \$                    |
| COUNTRY CANADA   | Sun. 4:30- 5:00           | 3                   | \$                    |
| NATION'S BUSINESS (Progressive Conserva-<br>tive Party)      | Sun. 11:15-11:21          | 2                   | \$                    |

+ Broadcast time 10:30-11:00 pm in the Toronto region

‡ Pre-empted on Thursday

\$ Sample too small for reliable reporting of enjoyment level.



Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

### PROGRAM NOTES

- TUESDAY NIGHT (10:00-11:00 pm) this week presented 'The Energy Crisis', a documentary in which politicians, scientists, ecologists and utility officials discussed North American energy reserves, Canadian energy export policy, and the effects on the environment of the generation, transmission and use of energy. The 5 per cent audience to the program was somewhat below the 7 per cent average for the series this season, and only about half as big as the usual audience to 'Tuesday Night' programs last year. While a special documentary ('A Horse Called Nijinsky') replaced the regular 'Persuaders' series as CTV opposition to 'Tuesday Night' this week, there is no indication that it was this that drew viewers away from the CBC program; indeed, the audience to 'Nijinsky' was only about two-thirds the size of the usual audience to 'The Persuaders'. Those 'Tuesday Night' viewers who did watch the 'Energy Crisis',

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 19-25, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC PROGRAM AND AVAILABLE</u>                           |                           |                     |                       |
| THE IRISH ROVERS MUSIC HALL                                | Mon. 7:30- 8:00           | 14                  | 75                    |
| HYMN SING  | Sun. 5:30- 6:00           | 9                   | 87                    |
| * LET'S CALL THE WHOLE THING ORFF                          | Sat. 7:00- 7:30           | 4                   | 40                    |
| * REPLAY   | Sat. 6:30- 7:00           | 3                   | 67                    |
| IN THE MOOD  | Thu. 9:00- 9:30           | 3                   | \$                    |
| TO SEE OURSELVES ('On The River')                          | Thu. 9:30-10:00           | 2                   | \$                    |
| MIDWEEK  | Thu. 10:00-11:00          | 2                   | \$                    |
| FAMILY COURT   | M-F 1:30- 2:00            | 2                   | 85                    |
| THE GALLOPING GOURMET                                      | M-F 2:00- 2:30            | 2                   | 78                    |
| * UPDATE   | Sat. 6:00- 6:30           | 2                   | \$                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | \$                    |
| SPORTS WEEK  | Sat. 3:47- 4:00           | 1                   | \$                    |
| ANALOG   | Sun. 4:00- 4:30           | 1                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY                              | Sun. 6:00- 7:00           | 21                  | 88                    |
| GET SMART  | M-F 5:30- 6:00            | 9                   | 80                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 8                   | 79                    |
| GETTING TOGETHER   | Thu. 7:30- 8:00           | 7                   | 73                    |
| SINGALONG JUBILEE  | Wed. 7:30- 8:00           | 7                   | 75                    |
| WORLD TV SHOWCASE ('An Evening With Nana Mouskouri')       | Fri. 10:00-11:00          | 3                   | 86                    |
| <u>CTV PROGRAMS</u>  |                           |                     |                       |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 20                  | 76                    |
| IRONSIDE   | Mon. 10:00-11:00          | 17                  | 86                    |
| MARCUS WELBY, M.D.   | Tue. 8:00- 9:00           | 17                  | 86                    |
| MEDICAL CENTER   | Mon. 7:30- 8:30           | 15                  | 84                    |
| ++ WEDNESDAY NIGHT MOVIE (Various)                         | Wed. 8:00-10:30           | 15                  | 76                    |
| FRIDAY NIGHT MOVIE ('Ellery Queen: Don't Look Behind You') | Fri. 8:00-10:00           | 15                  | 78                    |
| MANNIX   | Sun. 10:00-11:00          | 14                  | 81                    |
| + FUNNY FACE   | Thu. 7:00- 7:30           | 14                  | 76                    |
| ROOM 222   | Fri. 7:00- 7:30           | 13                  | 75                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 13                  | 82                    |
| + ACADEMY PERFORMANCE ('The Counterfeit Killer')           | Sat. 8:00-10:00           | 12                  | 74                    |
| + DORIS DAY  | Mon. 7:00- 7:30           | 12                  | 73                    |
| THE BOLD ONES  | Thu. 10:00-11:00          | 11                  | 80                    |
| THE PARTNERS   | Fri. 7:30- 8:00           | 11                  | 74                    |
| NICHOLS  | Mon. 8:30- 9:30           | 10                  | 74                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 10                  | 75                    |
| 'A HORSE CALLED NIJINSKY'                                  | Tue. 10:00-11:00          | 8                   | 73                    |
| HERE COME THE SEVENTIES                                    | Thu. 9:30-10:00           | 8                   | 79                    |
| ROLLIN' ON THE RIVER                                       | Sat. 7:00- 8:00           | 8                   | 67                    |
| IAN TYSON  | Tue. 9:30-10:00           | 8                   | 75                    |
| WILD WORLD OF SPORTS                                       | Sat. 4:30- 6:00           | 8                   | 74                    |
| CTV NATIONAL NEWS  | S-S 11:00-11:18           | 8                   | 80                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30           | 7                   | 82                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00            | 6                   | 82                    |
| 'FLIGHT OF ARCTIC 7'                                       | Fri. 10:00-11:00          | 5                   | 66                    |
| SHIRLEY'S WORLD  | Sun. 8:30- 9:00           | 5                   | 63                    |
| ‡ ANOTHER WORLD  | M-F 3:00- 3:30            | 4                   | 86                    |
| STORY THEATRE  | Sun. 7:00- 7:30           | 3                   | \$                    |
| MAN TRAP   | M-F 2:30- 3:00            | 3                   | 74                    |
| + SPORTS BEAT '71  | Wed. 10:30-11:00          | 3                   | \$                    |

\* Rescheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

‡ Pre-empted on Thursday

\$ Sample too small for reliable reporting of enjoyment level.

however, were much impressed by it. With an index of enjoyment of 84 it was, in fact, one of the most favourably received 'Tuesday Night' broadcasts of the season. The audience record for the current series to date:

| <u>Date</u> | <u>Program</u>  | <u>Per Cent Viewing</u> | <u>Index of Enjoyment</u> |
|-------------|---|-------------------------|---------------------------|
| Sept. 14    | Review of conflict in Northern Ireland                                | 7                       | 74                        |
| Sept. 21    | Feature on Niagara Falls  | 8                       | 74                        |
| Sept. 28    | Canada's image abroad (sic)   | 6                       | 67                        |
| Oct. 5      | A look back at the October 1970 crisis in Quebec                      | 7                       | 75                        |
| Oct. 12     | BBC documentary on probability of another earthquake in San Francisco | 10                      | 88                        |
| Oct. 19     | Two styles of travel in Canada: conducted bus tours and hitch-hiking  | 7                       | 67                        |
| Oct. 26     | Profile of author Morley Callaghan                                    | 4                       | 63                        |
| Nov. 2      | The Toronto 'Telegram', deceased                                      | 6                       | 72                        |
| Nov. 9      | 'Taiwan - The End Of The Beginning' - on modern Formosa               | 6                       | 81                        |
| Nov. 16     | Profile of Dr. Norman Bethune   | 6                       | 82                        |
| Nov. 23     | 'The Energy Crisis' - on North American energy resources              | 5                       | 84                        |

'Sunday At Nine' (9:00-10:00 pm) this week presented the M. Charles Cohen play, THE GOLDEN HANDSHAKE, about the reactions of a successful, middle-aged business executive on suddenly finding himself out of a job. The audience was 16 per cent, about average for 'Sunday At Nine' this season and, with many viewers reporting that they had found this a wholly credible commentary on a highly topical and relevant problem in Canada today, the program rated an index of audience enjoyment of 79. This is by far the most favourable reception that any 'Sunday At Nine' drama has had this season (previous range 55-63 for an average index of 58) and it emphasizes, yet once again, that Canadian viewers are indeed capable of responding with enthusiasm to straight, non-crime, non-adventure, non-comedy drama, provided the situations it



TABLE 3  
PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND CTV NEWS  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 19 - 25, 1971

| DAY         | TIME<br>(Eastern, pm) | CBC PROGRAM                                     |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM  |  |
|-------------|-----------------------|---|----|--|--|--|
| FRI<br>19TH | 7:00- 7:30            | Local Programming                               |    | 18   | ROOM 212   |  |
|             | 7:30- 8:00            | Not Complete Network                            |    | 12   | THE PARTNERS   |  |
|             | 8:00- 8:30            | 'THE HART AND LORNE TERRIFIC HOUR'              |    | 18   | 17   | FRIDAY NIGHT MOVIE<br>(Ellery Queen: Don't Look Behind You') |
|             | 8:30- 9:00            |   |    |  |  |  |
|             | 9:00- 9:30            | TOMMY HUNTER                                    | 17 | 'FLIGHT OF ARCTIC 7'                           |  |  |
|             | 9:30-10:00            |   |    |  |  |  |
| 10:00-10:30 | Not Complete Network  |   | 18 | 17   | FRIDAY NIGHT MOVIE<br>(Ellery Queen: Don't Look Behind You') |  |
| 10:30-11:00 |                       |   |    |  |  |  |
| SUN<br>21ST | 7:00- 7:30            | 'WINNIE THE POOH AND THE BLUSTERY DAY' (Repeat) |    | 32   | 3  | STORY THEATRE  |
|             | 7:30- 8:00            | JIMMY STEWART                                   |    | 19   | 14   | MOD SQUAD  |
|             | 8:00- 8:30            | FLIP WILSON                                     |    | 32   | 5  | SHIRLEY'S WORLD  |
|             | 8:30- 9:00            | 'THE GOLDEN HANDSHAKE'                          |    | 15   | #  | 'F WARD'   |
|             | 9:00- 9:30            |   |    |  |  |  |
|             | 9:30-10:00            |   | 16 | MANNIX   |  |  |
| 10:00-10:30 | CBC WEEKEND           |   | 6  |  |  |  |
| 10:30-11:00 |                       |   |    |  |  |  |
| MON<br>22ND | 7:00- 7:30            | Local Programming                               |    |  | 13   | + DORIS DAY  |
|             | 7:30- 8:00            | Not Complete Network                            |    |  | 17   | MEDICAL CENTER   |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY                            | 24 |  | 11   | NICHOLS  |
|             | 8:30- 9:00            | CANNON  | 22 |  | 11   | PIG 'N' WHISTLE  |
|             | 9:00- 9:30            | FRONT PAGE CHALLENGE                            | 18 |  | 20   | IRONSIDE   |
|             | 9:30-10:00            | THE NATURE OF THINGS                            | 7  |  |  |  |
| 10:00-10:30 | MAN ALIVE             | 3   |    |  |  |  |
| TUE<br>23RD | 7:00- 7:30            | Local Programming                               |    | Not Complete Network                           |  |  |
|             | 7:30- 8:00            |   |    |  |  |  |
|             | 8:00- 8:30            | MARY TYLER MOORE                                | 20 | 19   | MARCUS WELBY, M.D.   |  |
|             | 8:30- 9:00            | CAROL BURNETT                                   | 30 | Not Complete Network                           |  |  |
|             | 9:00- 9:30            | TELESCOPE                                       | 8  | 8  | IAN TYSON  |  |
|             | 9:30-10:00            | TUESDAY NIGHT ('The Energy Crisis')             | 4  | 9  | 'A HORSE CALLED NIJINSKY'                                    |  |
| 10:00-10:30 |                       |   |    |  |  |  |
| 10:30-11:00 |                       |   |    |  |  |  |
| THU<br>25TH | 7:00- 7:30            | Local Programming                               |    | 15   | + FUNNY FACE   |  |
|             | 7:30- 8:00            | Not Complete Network                            |    | Not Complete Network                           |  |  |
|             | 8:00- 8:30            | O'HARA, UNITED STATES TREASURY                  |    | 19   | 22   | DEAN MARTIN  |
|             | 8:30- 9:00            |   |    |  |  |  |
|             | 9:00- 9:30            | Not Complete Network                            |    | 9  | HERE COME THE SEVENTIES                                      |  |
|             | 9:30-10:00            |   |    |  |  |  |
| 10:00-10:30 |                       |   | 13 | THE BOLD ONES                                  |  |  |
| 10:30-11:00 |                       |   |    |  |  |  |
| S-S         | 11:00-11:20           | CBC NEWS  | 12 | 9  | CTV NEWS   |  |

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

presents are sufficiently realistic, believable and 'on beat' to be meaningful to them. Whatever the artistic merits or production qualities of this play (on which this report obviously cannot comment) it is certainly no mean feat for a CBC-produced drama to have been so much enjoyed by so many people in a season marked by so much less favourable audience reaction to almost all other CBC drama productions. The lesson to be learned from this would seem fairly obvious.

- The audience this week to CBC WEEKEND (Sunday 10:00-11:00 pm) was 7 per cent - slightly smaller than audiences attracted to the series in recent weeks (average 9 per cent) and substantially smaller than the usual 'Weekend' audience of last season. Among those who continue to watch the series, however, audience enjoyment remains about constant with the average index both this year and last - as well as the index for this week's program - being 72-73. The content of Sunday's broadcast: a report on recent leaks of official government documents, an interview with Harold Cardinal of the Indian Association of Alberta, a report on the slow progress being made in the economic development of north-east New Brunswick, and a semi-serious report on a Canadian-U.S. diplomatic clash over possession of the Machias Seal Island in the Bay of Fundy.
- At 10:00-10:30 pm on Monday, THE NATURE OF THINGS presented the third program of its repeat conservation series 'The Last Stand'. As with the original broadcast last year, this week's program on the plant and animal life of the Point Pelee peninsula was very much enjoyed by the great majority of those who watched it. The index on this occasion was 85 - about equal to the specially high average index of the current series and much above the enjoyment norm of 77 maintained by 'Nature Of Things' programs last year. The audience, about average for the series both this season and last, was 9 per cent.
- MAN ALIVE (Monday 10:30-11:00 pm) visited a Toronto mental health clinic this week and was somewhat less well-received than usual with an audience enjoyment index of only 55 - about equal to the previous low for the current series and much below the season's average 65. The level of viewing was also down slightly from the level of the past two weeks but, at 4 per cent, was about average for the current series as a whole.
- Indices of enjoyment for individual TAKE THIRTY programs this week (weekdays, 3:00-3:30 pm) did not differ significantly from the average index of 77 for the five programs as a whole. The content: on Friday, a magazine program discussing the common cold, the humane trapping of animals, and proposed projects of the National Capital Commission; on Thursday, air pollution problems in Alberta;

on Monday, a talk with author John Fowles; and on Tuesday and Wednesday, a two-part program on the Ontario Separate School controversy. The average day audience to 'Take Thirty' this week was 3 per cent, the cumulative audience over the five days, 8 per cent - both slightly below normal for the series.

- . The subject of this week's TELESCOPE program (Tuesday 9:30-10:00 pm) was Canadian artist Allen Sapp. In his home on the Red Pheasant Indian Reserve in Saskatchewan, he talked of his childhood, his life style and his work. Viewers generally seemed much impressed by the Sapp paintings shown on the program, also by the fact that an illiterate man had been able to achieve such apparent success as an artist. Thus, as many as two-thirds of those who watched the program rated it as one that they had enjoyed "very much" and the index of enjoyment for the audience as a whole was 85. This is the highest index of enjoyment recorded for any 'Telescope' program over these past two seasons and much above the present average index of 66 for this year's series.
- . Now at the half-way mark of its eight-week run in the Wednesday 9:00-10:00 pm slot, THE TENTH DECADE series on Canadian politics continues to give much enjoyment to the great majority of those who watch it. This week's program covering the final few months of the Diefenbaker reign, the 1963 election and the return to power of Pearson's Liberals, rated an audience enjoyment index of 81 - 2-4 points higher than the index for each of the three earlier segments. The 7 per cent audience to this fourth broadcast was, however, slightly below average for programs running in the Wednesday 9:00-10:00 pm slot - including preceding 'Tenth Decade' programs, each of which has drawn an 8-9 per cent audience.
- . At 10:00-11:00 pm on Wednesday, the network carried the first of a quartet of plays titled TALKING TO A STRANGER. Written specially for television by English dramatist John Hopkins, all four stories revolve around the same family situation but each takes the point of view of a different family member. Starring Bud Knapp, Norma Renault, Martha Henry and Douglas Rain as father, mother, daughter and son, the opening episode of the series drew an about-average sized Wednesday 10:00-11:00 pm audience of 8 per cent. The enjoyment index was 60 - low by general network program standards but slightly above average for 'Sunday At Nine' drama presentations this season and also slightly above average for all drama specials carried by the network last season.
- . Consistent with audience reactions to each of the two earlier IRISH ROVERS 'Music Hall' specials, this week's program, though quite enjoyed with an index of 75, was significantly less well



received than any of the regular 'Irish Rovers' shows (average index 84). This third 'Music Hall' program featured host Jimmy Kennedy, Pat Morgan, Susan Francis and guest star Stanley Holloway - but again excluded the 'Rovers' themselves. Broadcast as usual, in the Monday 7:30-8:00 pm slot on the CBC metronet and some affiliated stations, the program drew a national audience of 14 per cent - just slightly below normal for the 'Irish Rovers' series as a whole. (Information on viewers' reactions to the individual items in this week's 'Irish Rovers Music Hall' has been separately reported.)

- In the Friday 8:00-9:00 pm slot normally occupied by 'Rowan and Martin', the network this week presented another in the series of irregularly scheduled HART AND LORNE TERRIFIC HOUR specials featuring Hart Pomerantz and Lorne Michaels in a series of comedy sketches. Featured guest on this, the first 'Hart and Lorne' show of the season, was folk-rock singer Cat Stevens. At 11 per cent, the audience to the program was only about half as big as recent audiences to the pre-empted 'Laugh-In', and much smaller also than the audience normally attracted to 'Hart and Lorne' shows in previous seasons when they ran in the 'Sunday At Nine' slot. Nor did this latest 'Terrific Hour' go over at all well with those who watched it, only one of the five comedy segments - the Beaver's Press Conference - being even moderately well received by the audience as a whole. With the contribution of Cat Stevens faring no better than the remaining comedy portions, the program as a whole rated a low audience enjoyment index of 51 - far below average for network programs in general and characteristic of the generally adverse audience reaction to 'Hart and Lorne' programs of previous years. (More detailed information on viewers' reactions to the individual segments in this week's 'Terrific Hour' has been separately reported.)
- At 7:00-7:30 pm on Sunday, the Australian adventure series 'The Rovers' was, for the second time in three weeks, pre-empted by a cartoon special - on this occasion by a repeat of the Oscar-winning WINNIE THE POOH AND THE BLUSTERY DAY. This drew an adult-teenage audience of 33 per cent - some 10 percentage points bigger than the peak audience this season to 'The Rovers', and about equal in size to the audience attracted in this same Sunday slot to the November 7 'Charlie Brown' cartoon. With an index of audience enjoyment of 78, adult-teenage reaction to this 'Winnie The Pooh' broadcast was just as enthusiastic this week as it was when it ran on CBC metronet stations last November (index 76).
- Another regular CBC network program pre-empted throughout the country this week was the Wednesday 8:00-8:30 pm 'This Land' series. In its place the network carried NOBODY GETS WHAT HE WANTS, a program in which hosts George Finstad, Joan Watson and

columnist Alexander Ross looked at co-operative housing as an alternative to current higher-cost accommodation with special emphasis on a Co-op Housing Development in Calgary. With a slightly smaller-than-usual Wednesday 8:00-8:30 pm audience of 6 per cent, the program rated a rather low audience enjoyment index of 65.

- On Fridays at 10:00-11:00 pm, the metronet WORLD TELEVISION SHOWCASE series continues each week to draw small audiences of about 3 per cent. In general, the series has been just moderately well received by those who watch it, the average index to date this season being in the low 70's. This week's program, however, was a notable exception. Though the audience was the usual 3 per cent, viewer reaction to 'An Evening With Nana Mouskouri' was overwhelmingly enthusiastic, the index of audience enjoyment being a very high 86. Featured on this entertainment program with Miss Mouskouri were dancer Dimitri Stayas, operatic tenor Franco Corelli and popular singer Harry Belafonte.

(In addition to the special reports noted above on 'The Irish Rovers Music Hall' and 'The Hart and Lorne Terrific Hour', reports have also been distributed this week on audience reactions to individual items in this week's 'Countrytime' and 'Singalong Jubilee'.)

CBC Research  
Ottawa

# A CBC RESEARCH REPORT

TV/71/47

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 26 - DECEMBER 2, 1971

### THIS WEEK

The regular Saturday and Sunday schedules were disrupted this week by special 'Grey Cup' programming: this included the 'Festival', the 'Parade', 'Preview' and the Grey Cup game itself. The full network also carried a Julie Andrews-Carol Burnett musical special, the second episode in the 'Talking To A Stranger' drama series, and a repeat of the perennial Christmas cartoon 'A Charlie Brown Christmas'. In addition, the CBC metronet and some affiliated stations repeated the cartoon 'Winnie The Pooh And The Honey Tree'.

The many regular CBC programs pre-empted throughout the country this week included 'Sports Week', 'Music To See', 'Hymn Sing', 'The Wonderful World Of Disney', 'The Rovers', 'The Partridge Family', 'Man Alive', 'Carol Burnett' and 'Getting Together'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.



TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 26-DECEMBER 2, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| GREY CUP GAME (Calgary vs Toronto)                     | Sun. 4:00- 7:33           | 38                  | 83                    |
| HOCKEY NIGH IN CANADA                                  | Sat. 8:00-10:33           | 38                  | 84                    |
| 'A CHARLIE BROWN CHRISTMAS' (Repeat)                   | Mon. 8:00- 8:30           | 32                  | 75                    |
| GREY CUP PARADE  | Sat. 3:00- 5:12           | 32                  | 80                    |
| ♂ FLIP WILSON  | Sun. 8:00- 9:00           | 31                  | 8                     |
| THE WAYNE AND SHUSTER COMEDY SPECIAL                   | Sun. 9:00-10:00           | 27                  | 75                    |
| CANNON   | Mon. 8:30- 9:30           | 26                  | 81                    |
| 'JULIE AND CAROL AT LINCOLN CENTER'                    | Tue. 8:30- 9:30           | 26                  | 70                    |
| MARY TYLER MOORE                                       | Tue. 8:00- 8:30           | 24                  | 75                    |
| TOMMY HUNTER   | Fri. 9:00-10:00           | 23                  | 80                    |
| O'HARA, UNITED STATES TREASURY                         | Thu. 8:00- 9:00           | 23                  | 82                    |
| FRONT PAGE CHALLENGE                                   | Mon. 9:30-10:00           | 22                  | 81                    |
| ROWAN AND MARTIN                                       | Fri. 8:00- 9:00           | 21                  | 67                    |
| GREY CUP PREVIEW                                       | Sun. 3:00- 4:00           | 19                  | 79                    |
| ‡ JIMMY STEWART  | Sun. 7:30- 8:00           | 18                  | 74                    |
| CBC NATIONAL NEWS                                      | S-S 11:00-11:21           | 15                  | 80                    |
| + COUNTRYTIME  | Sat. 10:34-11:00          | 15                  | 71                    |
| THE NATURE OF THINGS ('The Living Arctic')<br>(Repeat) | Mon. 10:00-11:00          | 14                  | 91                    |
| TELESCOPE (Profile of Gordie Tapp)                     | Tue. 9:30-10:00           | 14                  | 78                    |
| GREY CUP FESTIVAL                                      | Sat. 2:00- 3:00           | 12                  | 83                    |
| EDGE OF NIGHT  | M-F 3:30- 4:00            | 11                  | 87                    |
| CBC WEEKEND  | Sun. 10:00-11:00          | 11                  | 77                    |
| NO, THAT'S ME OVER HERE                                | Wed. 8:30- 9:00           | 10                  | 66                    |
| TUESDAY NIGHT (Homosexuality)                          | Tue. 10:00-11:00          | 10                  | 50                    |
| THE TENTH DECADE ('Search For A Mandate')              | Wed. 9:00-10:00           | 9                   | 69                    |
| 'TALKING TO A STRANGER' - Part II                      | Wed. 10:00-11:00          | 8                   | 54                    |
| THIS LAND  | Wed. 8:00- 8:30           | 7                   | 78                    |
| PAUL BERNARD, PSYCHIATRIST                             | M-F 4:00- 4:30            | 4                   | 52                    |
| TOMMY TOMKINS  | Wed. 4:30- 5:00           | 4                   | \$                    |
| TAKE THIRTY  | M-F 3:00- 3:30            | 3                   | 76                    |
| * ‡ COUNTRY CANADA                                     | Sun. 1:30- 2:00           | 3                   | 78                    |
| PROVINCIAL AFFAIRS                                     | Sat. 11:15-11:22          | 3                   | \$                    |
| NATION'S BUSINESS (New Democratic Party)               | Sun. 11:15-11:21          | 3                   | \$                    |

♂ Pre-empted in the Maritimes.

‡ Joined in progress in some areas.

+ Broadcast at 10:30 pm in the Montreal region; pre-empted in British Columbia.

\* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

### PROGRAM NOTES

- This week's edition of CBC WEEKEND (Sunday, 10:00-11:00 pm) devoted itself mainly to the findings of a national survey of car owners and their attitudes to various aspects of car ownership - a survey specially conducted for 'Weekend' by CBC Research and covering such matters as the determinants of car choice, costs of operation and maintenance, and opinions on financing, insurance and warranties. The remaining segment of this week's program saw Indian Affairs Minister Chretien reply to charges made on 'Weekend' the previous week by Indian Association of Alberta spokesman, Harold Cardinal. With the automobile section of the program proving of special interest to viewers, the program as a whole rated an index of enjoyment of 77 - the highest level of enjoyment attained by a 'Weekend' program this season and some 5 index points above the previous average. The audience to Sunday's 'Weekend' was also one of the biggest this year - 11 per cent compared with audiences in the 7-9 per cent range over the previous six weeks.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 26-DECEMBER 2, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                               |                           |                     |                       |
| 'WINNIE THE POOH AND THE HONEY TREE'<br>(Repeat)                | Thu. 7:30- 8:00           | 22                  | 81                    |
| THE IRISH ROVERS  | Mon. 7:30- 8:00           | 17                  | 84                    |
| * LET'S CALL THE WHOLE THING ORFF                               | Sat. 7:00- 7:30           | 3                   | 41                    |
| * REPLAY  | Sat. 6:30- 7:00           | 3                   | \$                    |
| IN THE MOOD   | Thu. 9:00- 9:30           | 3                   | \$                    |
| TO SEE OURSELVES ('Moving Day')                                 | Thu. 9:30-10:00           | 2                   | \$                    |
| MIDWEEK   | Thu. 10:00-11:00          | 2                   | \$                    |
| FAMILY COURT  | M-F 1:30- 2:00            | 2                   | 84                    |
| THE GALLOPING GOURMET   | M-F 2:00- 2:30            | 2                   | 75                    |
| * UPDATE  | Sat. 6:00- 6:30           | 2                   | \$                    |
| VIEWPOINT   | M-F 11:22-11:29           | 2                   | \$                    |
| * ½ ANALOG  | Sun. 1:00- 1:30           | 1                   | \$                    |
| <u>CBC METRONET</u>   |                           |                     |                       |
| GET SMART   | M-F 5:30- 6:00            | 9                   | 78                    |
| DICK VAN DYKE   | Fri. 7:30- 8:00           | 8                   | 83                    |
| SINGALONG JUBILEE   | Wed. 7:30- 8:00           | 6                   | 71                    |
| WORLD TV SHOWCASE ('Speaking Of Murder')                        | Fri. 10:00-11:00          | 3                   | 74                    |
| <u>CTV PROGRAMS</u>   |                           |                     |                       |
| HOCKEY  | Wed. 8:00-10:28           | 27                  | 84                    |
| GREY CUP GAME (Calgary vs Toronto)                              | Sun. 4:00- 7:33           | 17                  | 83                    |
| DEAN MARTIN   | Thu. 8:30- 9:30           | 17                  | 78                    |
| IRONSIDE  | Mon. 10:00-11:00          | 16                  | 81                    |
| MEDICAL CENTER  | Mon. 7:30- 8:30           | 15                  | 82                    |
| NATIONAL GEOGRAPHIC SPECIAL ('The Last<br>Tribes Of Mindanao')  | Tue. 8:00- 9:00           | 14                  | 84                    |
| THE PERSUADERS  | Tue. 10:00-11:00          | 13                  | 82                    |
| + MANNIX  | Sun. 10:00-11:00          | 13                  | 84                    |
| + FRIDAY NIGHT MOVIE ('Berlin Affair')                          | Fri. 8:00-10:00           | 12                  | 70                    |
| ♠ MOD SQUAD   | Sun. 7:30- 8:30           | 12                  | 82                    |
| + ACADEMY PERFORMANCE ('Journey To The Far<br>Side Of The Sun') | Sat. 8:00-10:00           | 12                  | 75                    |
| + DORIS DAY   | Mon. 7:00- 7:30           | 11                  | 74                    |
| F.B.I.  | Fri. 10:00-11:00          | 11                  | 81                    |
| THE BOLD ONES   | Thu. 10:00-11:00          | 11                  | 84                    |
| + FUNNY FACE  | Thu. 7:00- 7:30           | 10                  | 74                    |
| LONGSTREET  | Thu. 7:30- 8:30           | 10                  | 81                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00           | 10                  | 72                    |
| THE PARTNERS  | Fri. 7:30- 8:00           | 10                  | 77                    |
| 'SELFISH GIANT'   | Fri. 7:00- 7:30           | 9                   | 74                    |
| NICHOLS   | Mon. 8:30- 9:30           | 9                   | 74                    |
| ROLLIN' ON THE RIVER  | Sat. 7:00- 8:00           | 8                   | 65                    |
| CTV NATIONAL NEWS   | S-S 11:00-11:18           | 7                   | 80                    |
| IAN TYSON   | Tue. 9:30-10:00           | 6                   | 74                    |
| HERE COME THE SEVENTIES   | Thu. 9:30-10:00           | 6                   | 80                    |
| ANYTHING YOU CAN DO   | M-F 3:30- 4:00            | 5                   | 83                    |
| ANOTHER WORLD   | M-F 3:00- 3:30            | 4                   | 84                    |
| WIDE WORLD OF SPORTS  | Sat. 4:30- 6:00           | 4                   | 80                    |
| + SPORTS BEAT '71   | Wed. 10:30-11:00          | 3                   | 80                    |
| W5  | Sun. 9:00-10:00           | 3                   | \$                    |
| MAN TRAP  | M-F 2:30- 3:00            | 3                   | 73                    |

\* Re-scheduled in some areas.

½ Pre-empted in some areas.

♠ Joined in progress in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.



- The current affairs series MIDWEEK (Thursday 10:00-11:00 pm on the CBC metronet plus some affiliated stations) this week presented 'Where The Money Goes'. Produced jointly by the CBC and the Financial Post, the hour-long documentary dealing with foreign investment in Canada was hosted by Clive Baxter and included interviews with various specialists in the field of finance. Like each of the eight previous 'Midweek' programs, this week's drew too small an audience (2 per cent) to provide a reliable indication of viewer enjoyment.

- In its second hour-long program of the season THE NATURE OF THINGS, at 10:00-11:00 pm on Monday, carried the first half of last season's two-hour documentary on 'The Living Arctic' - that section of the documentary which looked at the wildlife and scenery of the Arctic region. With a 14 per cent audience (half as big again as the usual audience to 'Nature Of Things' programs this season), this repeat part of 'The Living Arctic' was received by those who watched it with the same widespread enthusiasm that marked the original showing of the complete broadcast. Indeed, the index of enjoyment on this occasion (91) ranks the broadcast as one of the two or three most enjoyed programs presented on the network this season.

- On Sunday, at 9:00-10:00 pm, the network carried the second WAYNE AND SHUSTER COMEDY SPECIAL of the season. Folk-singer Leon Bibb was guest performer. At 27 per cent the audience was about the same size as the audience to the September 19 'Wayne and Shuster' special and much bigger than the average 16 per cent audience to CBC dramas normally occupying this 'Sunday At Nine' slot. The size of this week's audience was sharply reflected in the common CBC-CTV coverage area where the 'Wayne and Shuster' program ran directly against the public affairs series 'W5' on CTV stations and drew an audience no less than eight times the size of the audience to the CTV show.

With an index of enjoyment of 75 this week's comedy special was somewhat more widely enjoyed than the 'Wayne and Shuster' September 19 show (index 71) and also more enjoyed (to about this same extent) than the average 'Wayne and Shuster' special last season. Indeed, this week's 75 index is more characteristic of the consistently higher level of performance attained by 'Wayne and Shuster' specials in the 1969-70 season when most of their shows attained indices of enjoyment of about 75-76. (This is a level of audience enjoyment, incidentally, far above that achieved by last week's 'Hart and Lorne' comedy hour - index 51.) Of the individual segments of this week's program, the 'Football Awards' and 'Family Theatre' skits were the most enjoyed by the audience as a whole, the remaining comedy items and the performance of the guest singer

TABLE

PERFORMANCE OF CBC TELEVISION, RADIOTELEVISION, AND CABLE  
 CTV PROGRAMS WITHIN THE DOMESTIC CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 2 - DECEMBER 2, 1971

|             | TIME<br>(Eastern, pm) | CBC PROGRAM                             | PER CENT VIEWING<br>IN CBC/CTV<br>COVERAGE AREAS | CTV PROGRAM                             |
|-------------|-----------------------|---|--|---|
| TUE<br>10TH | 7:00- 7:30            | Local Programming                       | 10   | 'SELFISH GIANT'                         |
|             | 7:30- 8:00            | Not Complete Network                    | 10   | THE PARTNERS                            |
|             | 8:00- 8:30            | HOWAN AND MARTIN                        | 18   | (FRIDAY NIGHT MOVIE<br>'Berlin Affair') |
|             | 8:30- 9:00            |   |  |   |
|             | 9:00- 9:30            | TERSEY HENDER                           | 20   |   |
|             | 10:00- 10:30          | Not Complete Network                    | 11   | MANNIX                                  |
|             | 10:30-11:00           |   |  |   |
| WED<br>11TH | 7:00- 7:30            | GREY CUP PREVIEW                        | 18   | Not Complete Network                    |
|             | 7:30- 8:00            |   | 8  | GREY CUP PREVIEW                        |
|             | 8:00- 8:30            | GREY CUP GAME                           | 20   | GREY CUP GAME                           |
|             | 8:30- 9:00            | JIMMY STEWART                           | 18   | 4 MOD SQUAD                             |
|             | 9:00- 9:30            | FLIP WILSON                             | 20   |   |
|             | 9:30- 10:00           | Not Complete Network                    |  |   |
|             | 10:00- 10:30          | THE WAYNE AND SHUSTER<br>COMEDY SPECIAL | 20   | 45                                      |
|             | 10:30-11:00           | CBC WEEKEND                             | 14   | MANNIX                                  |
|             | 11:00- 11:30          |   | 15   | BELLY DAV                               |
|             | 11:30- 12:00          | Not Complete Network                    | 1  | MEDICAL CENTER                          |
| MON<br>20TH | 7:00- 7:30            | Local Programming                       | 15   |   |
|             | 7:30- 8:00            | Not Complete Network                    | 1  | MEDICAL CENTER                          |
|             | 8:00- 8:30            | 'A CHARLIE BROWN CHRISTMAS'             | 31   |   |
|             | 8:30- 9:00            | CANNON                                  | 23   | 18 SIGMOIS                              |
|             | 9:00- 9:30            | FRONT PAGE CHALLENGE                    | 20   | 11 THE 'N' WHISTLE                      |
|             | 9:30-10:00            | THE NATURE OF THINGS (Repeat)           | 18   | 14 TRANSIDE                             |
|             | 10:00-10:30           |   |  |   |
| TUE<br>30TH | 7:00- 7:30            | Local Programming                       |  | Not Complete Network                    |
|             | 7:30- 8:00            |   |  |   |
|             | 8:00- 8:30            | MARY TYLER MOORE                        | 20   | 1 NATIONAL GEOGRAPHIC SPECIAL           |
|             | 8:30- 9:00            | 'JULIE AND CAROL AT LINCOLN<br>CENTER'  | 23   |   |
|             | 9:00- 9:30            | Not Complete Network                    |  |   |
|             | 9:30-10:00            | THURSDAY NIGHT (homosexuality)          | 2  | 7 THE TYLES                             |
|             | 10:00-10:30           |   |  |   |
| THU<br>2ND  | 7:00- 7:30            | Local Programming                       | 18   | THEY FACE                               |
|             | 7:30- 8:00            | Not Complete Network                    | 12   | THEY FACE                               |
|             | 8:00- 8:30            | O'HARA, UNITED STATES TREASURY          | 19   | 13 DEAN MARTIN                          |
|             | 8:30- 9:00            |   |  |   |
|             | 9:00- 9:30            | Not Complete Network                    |  | 7 HERE COME THE SEVENTIES               |
|             | 9:30-10:00            |   |  |   |
|             | 10:00-10:30           |   | 12   | THE BOLD ONES                           |
|             | 10:30-11:00           |   |  |   |
| WED<br>3RD  | 11:00-11:30           | CBC NEWS                                | 13   | THE NEWS                                |

1 Joined in progress in some areas.

2 Not carried (on this day and at this time) on all CTV stations.

3 Pre-empted in the Maritimes.

4 Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

not being so well received. (More detailed information on viewers' reactions to the individual segments of this show has been separately reported.)

- . TAKE THIRTY (weekdays, 3:00-3:30 pm) had a rather mixed reception this week. Indices of enjoyment for individual programs ranged from a high of 82 for the Wednesday demonstration of the refinishing of old furniture and discussion of noise pollution, to a low of 68 for the Monday interview with song writers Anthony Newley and Leslie Bricusse. Tuesday's program marking the 15th anniversary of the Hungarian Revolution, and Friday's concluding report on air pollution problems in Alberta, rated indices of 74 and 78 respectively. Thursday's visit to a Toronto public school concert had just too small an audience to allow calculation of an index of enjoyment for the program. With an average day audience of 3 per cent and a cumulative five-day audience of 7 per cent, viewing of 'Take Thirty' was, for the second successive week, slightly below average for the series both this year and last.
- . With a profile of veteran TV personality Gordie Tapp, TELESCOPE (Tuesday 9:30-10:00 pm) this week drew its biggest audience of the season - 14 per cent as against a previous peak audience of 12 per cent and average 9 per cent for the current series. The level of audience enjoyment was also high as represented by an index of 78. This ranks this week's program as one of the four most enjoyed 'Telescope' programs this season - about on a par with the Madame Benoit program (index 77), and somewhat below the level of audience enjoyment of the profiles of Ma Murray and Allan Sapp which had specially high enjoyment indices of 82 and 85 respectively. All other 'Telescope' programs this season have had indices of enjoyment in the much lower 51-73 range.
- . At 8:00-8:30 pm on Wednesday, THIS LAND examined some of the health problems associated with the inhalation of asbestos particles. Both the 7 per cent audience and the enjoyment index of 78 were about average for the series this season.
- . This week's fifth program in THE TENTH DECADE series (Wednesday, 9:00-10:00 pm) dealt with the Pearson years between the April '63 and November '65 elections. While the audience, at 9 per cent, was, if anything, slightly above average for the series, this week's episode seemed not to be enjoyed nearly as much as any of the four previous programs, the index of enjoyment being only 69 as compared with much higher indices of 79, 77, 79 and 81 for the first four episodes in that order.



Now in its eleventh week in the Thursday 9:30-10:00 pm slot on the metronet and some CBC affiliated stations, the CBC-produced TO SEE OURSELVES drama series continues each week to draw a national audience of 2-3 per cent. This is substantially smaller than the weekly audience maintained by last season's 'Theatre Canada' series during its 3-month run in the earlier 9:00-9:30 pm Thursday slot on CBC metronet stations only, and too small an audience to provide reliable indices of enjoyment for individual weekly programs. What is clear, however, is that on the whole, the series has been rather poorly received by general network standards with an average index of enjoyment of about 58-59. This week's program was the Hugh Hood drama 'Moving Day' starring Ted Follows, Louis Zorich and Arlene Meadows.

With an index of audience enjoyment of 54, this week's second program of the four-part TALKING TO A STRANGER drama series (Wednesday 10:00-11:00 pm) was somewhat less favourably received than last week's opening program - index 60. The audience to this week's episode was 8 per cent - unchanged from the week before and about average for the Wednesday 10:00-11:00 pm slot this season.

This week's TUESDAY NIGHT (10:00-11:00 pm) was entitled 'Nothing To Hide', a documentary on homosexuals which showed facets of their life style and included an open discussion between two homosexuals and a New York psychiatrist with extensive research experience in this field. At 10 per cent, the audience was about twice the size of average 'Tuesday Night' audiences in recent weeks - an audience increase difficult to attribute to anything other than the special drawing power of the subject matter of this week's program. Inevitably, perhaps, some who came to view found the whole subject of homosexuality "disgusting", "obscene", "distasteful", "not suitable for television", etc., and this was reflected in an overall index of audience enjoyment of only 50 - much the lowest for a 'Tuesday Night' program this season. On the assumption, however, that this program's primary aim was not so much to please those who watched it as to increase their understanding of and insight into a traditionally taboo subject, two other measures of audience reaction are relevant here. One such measure indicates that almost half the total audience of some 1.2 million viewers felt they had learned "a lot more" or at least "quite a bit more" from the program about the subject and problems of homosexuality than they had known before; and no less than two-thirds of all viewers, including many who had not specially "enjoyed" the program, rated it nonetheless as a "worthwhile" viewing experience. Against this it has to be added that not all complaints about the program were of the kind noted above: there were some criticisms also of the inadequacy of the coverage - the program hadn't gone deep enough into the

underlying causes, too few homosexuals had been interviewed, too much talk and not enough facts, why no information on the Canadian scene? Such complaints were relatively few in number however and, among those who did not find the subject matter of the program objectionable per se, a widespread view was that this had been a revealing, if somewhat cursory look at an important social problem.

- THE IRISH ROVERS (Monday 7:30-8:00 pm on the metronet and some CBC affiliate stations) this week returned to its regular format with a program featuring Lonnie Donegan as guest. With the occasional scheduling of 'Music Hall' specials apparently having no adverse effect on viewer response to regular 'Irish Rovers' programs, Monday's broadcast was highly acclaimed (index 84) by a 17 per cent audience - up 3 percentage points from the audience to last week's 'Music Hall' show but equal in size to the audience maintained by regular 'Irish Rovers' broadcasts of the past few weeks. (Information on viewers' reactions to the individual items in this week's 'Irish Rovers' program has been separately reported.)
- In the usual 'Carol Burnett' slot, at 8:30-9:30 pm on Tuesday, the network this week presented a Julie Andrews-Carol Burnett musical, JULIE AND CAROL AT LINCOLN CENTER. The audience was a substantial 26 per cent - though even at this level still much smaller than the average 'Carol Burnett' audience of 33 per cent. Nor was viewer reaction to the program particularly enthusiastic, the index of enjoyment for the audience as a whole being only 70 - somewhat below average for network programs generally (index 74) and, incidentally, far short of the level of enjoyment attained by the November 8 Anne Murray special (index 81).
- On Monday, at 8:00-8:30 pm, 'The Partridge Family' was pre-empted this week by yet another repeat of the 1965 cartoon A CHARLIE BROWN CHRISTMAS. The program on this occasion drew an adult-teenage audience of 32 per cent (some 5-6 percentage points bigger than the average adult-teenage audience to 'Partridge') plus presumably many younger viewers under the age of 12. With an index of audience enjoyment of 75, the broadcast was received with about the same degree of audience enjoyment as in previous seasons.
- At 7:30-8:00 pm on Thursday, the metronet and some CBC affiliated stations presented a repeat of the animated cartoon WINNIE THE POOH AND THE HONEY TREE. In addition to an unmeasured but presumably large number of viewers under the age of 12, the broadcast drew a 22 per cent adult-teenage audience. The index of enjoyment was 84.

- . CBC's English network coverage from Vancouver of this year's Calgary-Toronto Grey Cup Game and associated programming was very well received. The GREY CUP GAME itself (Sunday 4:00-7:33 pm eastern time) was much enjoyed with an index of 84 - about the same level of enjoyment attained by both the 1969 and 1970 Grey Cup contests but short of the specially high 89 recorded for the closely-contested and higher-score game between Calgary and Ottawa in 1968. The TV audience to this year's game (the second to be played on a Sunday) was, as usual, a big one; a 38 per cent audience, representing just over four and a half million adults and teenagers, watched some part of the English network's coverage. This is slightly bigger than the 35 per cent audience to last year's game and just short of the 39-40 per cent audiences of the 1968 (Saturday) and 1969 (Sunday) contests. In those areas of the country where viewers had the opportunity of watching the Grey Cup game on either a CBC or CTV network station, the CBC coverage this year, as usual, pulled much the bigger audience - the CBC/CTV ratio being just about equal to the 3:2 ratio of the last three seasons.
- . Immediately preceding the game, from 3:00-4:00 pm EST, the GREY CUP PREVIEW drew a somewhat bigger-than-usual audience of 19 per cent. As in previous years, this too was warmly received by those who watched, the index on this occasion being a typical 79.
- . Also as much enjoyed as ever was the GREY CUP PARADE which rated an index of enjoyment of 80. This was the first occasion in recent years on which the 'Parade' was broadcast throughout the country on a Saturday afternoon (3:00-5:12 pm eastern time) and this was reflected in a large 32 per cent audience that was much bigger than the 19-24 per cent audiences of the years 1966-70.
- . Immediately preceding this, from 2:00-3:00 pm EST Saturday, the GREY CUP FESTIVAL drew a 12 per cent audience and was much enjoyed with an index of 83.
- . The Saturday afternoon sports series REPLAY (Saturday 6:30-7:00 pm on the metronet and some CBC affiliated stations) continues each week to draw a small audience of about 2-3 per cent and to be not too well received with an average index of 67. Guests on this week's program were swimmer Don Schollander and golfer Marlene Stuart-Streit.



(In addition to the special reports noted above on 'The Irish Rovers' and 'The Wayne and Shuster Comedy Special', reports have also been distributed this week on audience reactions to individual items in this week's 'Countrytime' and 'Singalong Jubilee'.)

CBC Research  
Ottawa



# A CBC RESEARCH REPORT

TV/71/48

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 3-9, 1971

## THIS WEEK

Special network offerings this week included a 90-minute music-documentary 'Beethoven's Birthday'; the third episode in the 'Talking To A Stranger' drama series; a repeat of the cartoon 'Horton Hears A Who' and live coverage of the Prime Minister's Washington press conference. For the usual reason, no audience data is available for this last-named broadcast. The week also saw the network debut of the BBC drama series 'Elizabeth R' and the season premiere of the 'Championship Curling' series.

Regular CBC programs pre-empted throughout the country were 'Jimmy Stewart', 'Flip Wilson', 'Analog' and 'The Mary Tyler Moore Show'.

## SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.



TABLE 1  
PERFORMANCE OF CBC FULL NETWORK PROGRAM

WEEK: DECEMBER 3-9, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| THE WONDERFUL WORLD OF DISNEY                             | Sun. 6:00- 7:00           | 37                  | 90                    |
| HOCKEY NIGHT IN CANADA                                    | Sat. 8:00-10:28           | 34                  | 73                    |
| CAROL BURNETT   | Tue. 8:30- 9:30           | 33                  | 80                    |
| + CANNON  | Mon. 8:30- 9:30           | 27                  | 84                    |
| ELIZABETH R (Episode 1)                                   | Sun. 9:00-10:30           | 23                  | 79                    |
| THE PARTRIDGE FAMILY                                      | Mon. 8:00- 8:30           | 23                  | 81                    |
| ROWAN AND MARTIN  | Fri. 8:00- 9:00           | 22                  | 71                    |
| + FRONT PAGE CHALLENGE                                    | Mon. 9:30-10:00           | 22                  | 84                    |
| 'HORTON HEARS A WHO' (Repeat)                             | Tue. 8:00- 8:30           | 22                  | 74                    |
| TOMMY HUNTER  | Fri. 9:00-10:00           | 21                  | 83                    |
| O'HARA, UNITED STATES TREASURY                            | Thu. 8:00- 9:00           | 21                  | 81                    |
| THE ROVERS  | Sun. 7:00- 7:30           | 19                  | 68                    |
| 'BEETHOVEN'S BIRTHDAY'                                    | Sun. 7:30- 9:00           | 15                  | 65                    |
| COUNTRYTIME   | Sat. 10:30-11:00          | 14                  | 74                    |
| CBC NATIONAL NEWS   | S-S 11:00-11:21           | 14                  | 81                    |
| EDGE OF NIGHT   | M-F 3:30- 4:00            | 12                  | 89                    |
| TELESCOPE (Profile of actress Glenda Jackson)             | Tue. 9:30-10:00           | 10                  | 63                    |
| THE TENTH DECADE (Episode 6)                              | Wed. 9:00-10:00           | 9                   | 71                    |
| + THE NATURE OF THINGS ('Last Stand:The Desert') (Repeat) | Mon. 10:00-10:30          | 9                   | 86                    |
| NO, THAT'S ME OVER HERE                                   | Wed. 8:30- 9:00           | 9                   | 65                    |
| FOOTBALL - NFL (New York at Washington)                   | Sun. 1:00- 3:42           | 9                   | 72                    |
| CBC WEEKEND   | Sun. 10:30-11:00          | 8                   | 75                    |
| 'TALKING TO A STRANGER' - (Part 3)                        | Wed. 10:00-11:00          | 8                   | 50                    |
| THIS LAND   | Wed. 8:00- 8:30           | 7                   | 82                    |
| TUESDAY NIGHT ('What's Right...To Be A Tory')             | Tue. 10:00-11:00          | 4                   | 67                    |
| PAUL BERNARD, PSYCHIATRIST                                | M-F 4:00- 4:30            | 4                   | 48                    |
| + MAN ALIVE   | Mon. 10:30-11:00          | 4                   | 63                    |
| * TAKE THIRTY   | M-F 3:00- 3:30            | 4                   | 76                    |
| NBA BASKETBALL  | Sat. 2:30- 4:00           | 3                   | 68                    |
| COUNTRY CANADA  | Sun. 4:30- 5:00           | 3                   | 79                    |
| TOMMY TOMPKINS (Repeat)                                   | Wed. 4:30- 5:00           | 3                   | \$                    |
| NATION'S BUSINESS (Liberal Party)                         | Sun. 11:15-11:21          | 3                   | \$                    |
| MUSIC TO SEE  | Sun. 5:00- 5:30           | 2                   | \$                    |
| PROVINCIAL AFFAIRS  | Sat. 11:15-11:22          | 2                   | \$                    |
| SPORTS WEEK   | Sun. 3:43- 4:00           | 1                   | \$                    |

+ Pre-empted on CFPL (London)

\* Data not available for Thursday.

\$ Sample too small for reliable reporting of enjoyment level.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

### PROGRAM NOTES

- The first program of the six-part BBC series, ELIZABETH R (Sunday, 9:00-10:30 pm), drew a 23 per cent audience - the biggest audience for any drama in the 'Sunday At Nine' slot this season but still much smaller than the 34 per cent audience attracted to the debut program of the BBC's 'The Six Wives Of Henry VIII' series, broadcast in this same Sunday 9:00-10:30 pm network slot last March 21. This opening episode of 'Elizabeth R', which focused on Elizabeth's early years during the reign of her brother Edward and subsequently of her sister Mary, was well received by the great majority of those who watched it - index of enjoyment 79. This

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 3-9, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                         |                           |                     |                       |
| THE IRISH ROVERS  | Mon. 7:30- 8:00           | 15                  | 85                    |
| HYMN SING   | Sun. 5:30- 6:00           | 9                   | 83                    |
| * CBC CHAMPIONSHIP CURLING                                | Sat. 4:00- 5:00           | 5                   | 76                    |
| IN THE MOOD (Repeat)                                      | Thu. 9:00- 9:30           | 4                   | 77                    |
| FAMILY COURT  | M-F 1:30- 2:00            | 3                   | 88                    |
| * REPLAY  | Sat. 6:30- 7:00           | 3                   | \$                    |
| MIDWEEK   | Thu. 10:00-11:00          | 3                   | \$                    |
| * UPDATE  | Sat. 6:00- 6:30           | 2                   | \$                    |
| * LET'S CALL THE WHOLE THING ORFF                         | Sat. 7:00- 7:30           | 2                   | \$                    |
| THE GALLOPING COURMET                                     | M-F 2:00- 2:30            | 2                   | 75                    |
| TO SEE OURSELVES ('Delilah')                              | Thu. 9:30-10:00           | 2                   | \$                    |
| VIEWPOINT   | M-F 11:22-11:29           | 2                   | \$                    |
| <u>CBC METRONET</u>                                       |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY                             | Sun. 6:00- 7:00           | 20                  | 89                    |
| GET SMART   | M-F 5:30- 6:00            | 9                   | 79                    |
| DICK VAN DYKE   | Fri. 7:30- 8:00           | 8                   | 75                    |
| GETTING TOGETHER  | Thu. 7:30- 8:00           | 6                   | 74                    |
| SINGALONG JUBILEE   | Wed. 7:30- 8:00           | 5                   | 73                    |
| WORLD TV SHOWCASE ('Blow The Wind<br>Southerly') (Repeat) | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>                                       |                           |                     |                       |
| HOCKEY  | Wed. 8:00-10:28           | 27                  | 82                    |
| DEAN MARTIN   | Thu. 8:30- 9:30           | 20                  | 75                    |
| IRONSIDE  | Mon. 10:00-11:00          | 16                  | 80                    |
| MOD SQUAD   | Sun. 7:30- 8:30           | 16                  | 80                    |
| MEDICAL CENTER  | Mon. 7:30- 8:30           | 14                  | 84                    |
| THE PERSUADERS  | Tue. 10:00-11:00          | 14                  | 78                    |
| + MANNIX  | Sun. 10:00-11:00          | 13                  | 83                    |
| F.B.I.  | Fri. 10:00-11:00          | 13                  | 81                    |
| + FUNNY FACE  | Thu. 7:00- 7:30           | 12                  | 78                    |
| + DORIS DAY   | Mon. 7:00- 7:30           | 12                  | 76                    |
| FRIDAY NIGHT MOVIE ('Fantastic Voyage')                   | Fri. 8:00-10:00           | 12                  | 67                    |
| ROOM 222  | Fri. 7:00- 7:30           | 12                  | 79                    |
| + ACADEMY PERFORMANCE ('One More Train To Rob')           | Sat. 8:00-10:00           | 11                  | 73                    |
| + LONGSTREET  | Thu. 7:30- 8:30           | 11                  | 79                    |
| + THE BOLD ONES   | Thu. 10:00-11:00          | 10                  | 85                    |
| IAN TYSON   | Tue. 9:30-10:00           | 9                   | 77                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00           | 9                   | 71                    |
| ROLLIN' ON THE RIVER                                      | Sat. 7:00- 8:00           | 8                   | 65                    |
| NICHOLS   | Mon. 8:30- 9:30           | 8                   | 76                    |
| CTV NATIONAL NEWS   | S-S 11:00-11:18           | 8                   | 79                    |
| SHIRLEY'S WORLD   | Sun. 8:30- 9:00           | 7                   | 59                    |
| UNTAMED WORLD   | Sun. 5:00- 5:30           | 7                   | 81                    |
| WIDE WORLD OF SPORTS                                      | Sat. 4:30- 6:00           | 6                   | 80                    |
| HERE COME THE SEVENTIES                                   | Thu. 9:30-10:00           | 6                   | 81                    |
| ANYTHING YOU CAN DO                                       | M-F 3:30- 4:00            | 5                   | 83                    |
| CAT STEVENS SPECIAL                                       | Fri. 7:30- 8:00           | 5                   | 61                    |
| ANOTHER WORLD   | M-F 3:00- 3:30            | 5                   | 84                    |
| STORY THEATRE   | Sun. 7:00- 7:30           | 4                   | 53                    |
| + SPORTS BEAT '71   | Wed. 10:30-11:00          | 3                   | 72                    |
| MAN TRAP  | M-F 2:30- 3:00            | 3                   | 73                    |

\* Re-scheduled in some areas.

‡ Not carried in the Maritimes.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.



represents about the same level of audience enjoyment that was attained by the opening 'Henry VIII' drama. Virtually all aspects of Sunday's play drew lavish praise - especially the acting of Glenda Jackson, the costumes and the seeming authenticity of the presentation. Only two criticisms arose, each from a relatively small number of viewers: just under 5 per cent of all who watched this first episode of 'Elizabeth R' complained about the extent to which the commercials had interfered with their enjoyment of the program, some commenting specifically on the particular inappropriateness of advertising products of this kind (General Foods products) in such a program. The other type of criticism, from just over 5 per cent of viewers, concerned the difficulty that some people had in following the play and in identifying the various historical characters represented.

- . For the duration of the 'Elizabeth R' series, CBC WEEKEND on Sunday evenings will run only half-an-hour instead of an hour - from 10:30-11:00 pm. This week's program devoted its entire 30 minutes to one subject - the India-Pakistan conflict. The audience was 8 per cent - about average for hour-long 'Weekend' programs this season. Audience reaction to this week's program was on the whole slightly more favourable than usual, the index of enjoyment (75) being slightly above the 'Weekend' enjoyment norm of 72-73.
- . Earlier on Sunday, at 7:30-9:00 pm, the network carried the CBS-produced music-documentary BEETHOVEN'S BIRTHDAY. Host and narrator of the program was Leonard Bernstein who also led the Vienna Philharmonic Orchestra, the Vienna State Chorus and soloists in performances of three Beethoven works: the First Piano Concerto (played by Bernstein himself), excerpts from the opera Fidelio, and the final movement of the Ninth Symphony. The size of the audience to this 90-minute special was 15 per cent - substantially smaller than the 22 per cent audience normally attracted to 'Jimmy Stewart' on Sundays at 7:30-8:00 pm, and less than half the size of the usual audience to 'Flip Wilson' at 8:00-9:00 pm on Sunday evenings.

As is usual with programs of classical music, many who watched this week's Beethoven special very much enjoyed it; however, a substantial minority of viewers were much less favourably impressed and the resultant index of enjoyment for the audience as a whole was just 65. Reaction to the program among different segments of the total audience followed all the trends that have

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 3-9, 1971

| DAY         | TIME<br>(Eastern, pm) | CBC PROGRAM   |                   | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM                                  |                 |  |
|-------------|-----------------------|---|-------------------|--|--|-----------------|--|
| FRI<br>3RD  | 7:00- 7:30            | Local Programming                                   |                   | 13   | ROOM 222                                     |                 |  |
|             | 7:30- 8:00            | Not Complete Network                                |                   | 6  | CAT STEVENS SPECIAL                          |                 |  |
|             | 8:00- 8:30            | ROMAN AND MARTIN                                    | 19                | 13   | FRIDAY NIGHT MOVIE<br>( 'Fantastic Voyage' ) |                 |  |
|             | 8:30- 9:00            |   |                   |  |  |                 |  |
|             | 9:00- 9:30            | TOMMY HUNTER  | 17                |  |  |                 |  |
|             | 9:30-10:00            |   |                   |  |  |                 |  |
|             | 10:00-10:30           | Not Complete Network                                |                   | 14   | F.B.I.                                       |                 |  |
| 10:30-11:00 |                       |   |                   |  |  |                 |  |
| FRI<br>4TH  | 7:00- 7:30            | THE ROVERS  | 17                | 4  | STORY THEATRE                                |                 |  |
|             | 7:30- 8:00            | 'BEETHOVEN'S BIRTHDAY'                              | 14                | 18   | MOD SQUAD                                    |                 |  |
|             | 8:00- 8:30            |   |                   |  |  |                 |  |
|             | 8:30- 9:00            |   |                   | 8  | SHIRLEY'S WORLD                              |                 |  |
|             | 9:00- 9:30            | ELIZABETH R   | 22                | #  | 'THE CANADIAN DILEMMA '                      |                 |  |
|             | 9:30-10:00            |   |                   |  |  |                 |  |
|             | 10:00-10:30           |   |                   | 14   | + MANNIX                                     |                 |  |
|             | 10:30-11:00           |   |                   | CBC WEEKEND                                    | 7  |                 |  |
| MON<br>6TH  | 7:00- 7:30            | Local Programming                                   |                   | 14   | + DORIS DAY                                  |                 |  |
|             | 7:30- 8:00            | Not Complete Network                                |                   |  |  |                 |  |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY                                | 19                | 16   | MEDICAL CENTER                               |                 |  |
|             | 8:30- 9:00            | # CANNON  | 23                | 9  | NICHOLS                                      |                 |  |
|             | 9:00- 9:30            | # FRONT PAGE CHALLENGE                              |                   | 19   | 10   | PIG 'N' WHISTLE |  |
|             | 10:00-10:30           | # THE NATURE OF THINGS (Repeat)                     |                   | 8  | 18   | IRONSIDE        |  |
|             | 10:30-11:00           | # MAN ALIVE   |                   | 3  |  |                 |  |
|             | TUE<br>7TH            | 7:00- 7:30  | Local Programming |  | Not Complete Network                         |                 |  |
| 7:30- 8:00  |                       | Not Complete Network                                |                   |  |  |                 |  |
| 8:00- 8:30  |                       | 'HORTON HEARS A WHO' (Repeat)                       | 20                | #  | MARCUS WELBY, M.D.                           |                 |  |
| 8:30- 9:00  |                       | CAROL BURNETT                                       | 31                | Not Complete Network                           |  |                 |  |
| 9:00- 9:30  |                       | TELESCOPE   |                   | 9  | 10   | IAN TYSON       |  |
| 10:00-10:30 |                       | TUESDAY NIGHT ( 'What's Right...<br>To Be A Tory' ) |                   | 4  | 15   | THE PERSUADERS  |  |
| 10:30-11:00 |                       |   |                   |  |  |                 |  |
| THU<br>9TH  |                       | 7:00- 7:30  | Local Programming |  | 14   | + FUNNY FACE    |  |
|             | 7:30- 8:00            | Not Complete Network                                |                   |  |  |                 |  |
|             | 8:00- 8:30            | O'HARA, UNITED STATES TREASURY                      | 17                | 12   | + LONGSTREET                                 |                 |  |
|             | 8:30- 9:00            |   |                   |  |  |                 |  |
|             | 9:00- 9:30            |   |                   | 22   | DEAN MARTIN                                  |                 |  |
|             | 9:30-10:00            | Not Complete Network                                |                   | 7  | HERE COME THE SEVENTIES                      |                 |  |
|             | 10:00-10:30           |   |                   |  |  |                 |  |
|             | 10:30-11:00           |   |                   | 11   | + THE BOLD ONES                              |                 |  |
| S-S         | 11:00-11:20           | CBC NEWS  | 12                | 9  | CTV NEWS                                     |                 |  |

+ Not carried (on this day and at this time) on all CTV stations.

# Pre-empted on CFPL (London).

# Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

characterized audience reaction to classical music and performing arts programs on so many past occasions. Thus, the program was more enjoyed by older viewers aged 50 plus than by younger viewers aged under 50 (indices of enjoyment 70 and 60 respectively), much more enjoyed by the better educated with at least high school and/or university education (index 78) than by the less well educated (index 54), and also much more enjoyed by those viewers resident in metropolitan areas of the country (index 80) than by those living elsewhere (index 50). Those metro area viewers of 'Beethoven's Birthday', incidentally, made up just slightly less than half (48 per cent) of the program's total audience.

- At 10:00-10:30 pm on Monday, THE NATURE OF THINGS repeated 'The Desert', a program on the Sonora Desert in the U.S. southwest, originally shown last November as part of 'The Last Stand' conservation series. Viewers found the program most interesting and informative, the index of audience enjoyment (86) representing the same highly appreciative reaction as that accorded both the original showing of this program and also the three earlier programs in 'The Last Stand' series. The size of the audience to this week's program was 9 per cent - about average for half-hour programs in this season's 'Nature Of Things' series.
- Following this, at 10:30 pm, MAN ALIVE examined South Africa's policy of apartheid in a program entitled 'A Matter Of Conscience'. Both the size of the audience (4 per cent) and the level of audience enjoyment (index 63) were about average for the 'Man Alive' series this season.
- Indices of enjoyment for individual TAKE THIRTY programs this week (weekdays, 3:00-3:30 pm) varied only a point or two from the average index of 76 for the four programs surveyed. (No audience data is available for the Thursday program on this occasion.) The content of the remaining programs: on Friday an examination of poverty in Canada; on Monday an interview with novelist Barbara Cortland; on Tuesday a report on the increasing popularity of "dating bars"; and on Wednesday a program on the growing and culinary use of herbs. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the four days surveyed, 7 per cent.
- On Tuesday, from 9:30-10:00 pm, TELESCOPE profiled actress Glenda Jackson, star of the BBC drama series 'Elizabeth R'

which made its debut on CBC television this week (see above). The audience was 10 per cent - down some 4 percentage points from the unusually big audience to last week's 'Telescope' profile of Gordie Tapp, but about equal to the average audience for previous 'Telescope' programs carried on the full network this season. Audience reaction to this week's profile was not too favourable, index of enjoyment 63. The full 'Telescope' audience record so far this season:

| <u>Date</u> | <u>Program</u>   | <u>Per Cent<br/>Viewing</u> | <u>Index Of<br/>Enjoyment</u> |
|-------------|--|-----------------------------|-------------------------------|
| Sept. 14    | The world of TV commercials  | 12                          | 72                            |
| Sept. 21    | Comedian David Steinberg   | 10                          | 59                            |
| Sept. 28    | Newspaper editor 'Ma' Murray   | 11                          | 82                            |
| Oct. 5      | Canadian comic books of the<br>1940's  | 9                           | 64                            |
| Oct. 12     | Conductor Boris Brott (program<br>not carried in Ontario)                            | 5                           | 61                            |
| Oct. 19     | The folk-rock group 'Perth County<br>Conspiracy' (program not carried<br>in Ontario) | 5                           | 51                            |
| Oct. 26     | Actor-director Jean Gascon   | 6                           | 52                            |
| Nov. 2      | Jockey Sandy Hawley  | 9                           | 73                            |
| Nov. 9      | Food expert Madame Benoit  | 12                          | 77                            |
| Nov. 16     | Architect Arthur Erickson  | 8                           | 68                            |
| Nov. 23     | Artist Allen Sapp  | 9                           | 85                            |
| Nov. 30     | TV and radio personality Gordie<br>Tapp  | 14                          | 78                            |
| Dec. 7      | Actress Glenda Jackson   | 10                          | 63                            |



- Later on Tuesday evening, at 10:00-11:00 pm, TUESDAY NIGHT focused on the Progressive Conservative Party's annual policy convention held this week in Ottawa. 'What's Right...To Be A Tory' drew an unusually small 'Tuesday Night' audience of just 4 per cent and was not received with much enthusiasm by the majority of those who did watch it. The index of audience enjoyment was 67 - substantially below the level of audience enjoyment maintained by most programs in this season's 'Tuesday Night' series.
- During its first four weeks on the network (in the Wednesday 9:00-10:00 pm slot), the political TENTH DECADE series was well received by those who watched it, rating individual weekly enjoyment indices in the 77-81 range. For the past two weeks, however, audience reaction has been much less enthusiastic, the index of enjoyment for last Wednesday's program being 69, for this week's 71. Both these latter two programs have dealt with events during the years that Lester Pearson headed minority Liberal governments. The size of the 'Tenth Decade' audience has remained fairly stable from week to week in the narrow 7-9 per cent range.
- Earlier on Wednesday evening, at 8:00-8:30 pm, THIS LAND examined the Newfoundland government scheme which induced fishermen to relocate from the outpost islands to larger cities within the province. Characteristic of 'This Land' programs in general, this week's broadcast rated a high enjoyment index of 82. The size of the audience - 7 per cent - was also about average for the series this season.
- This week's third episode in TALKING TO A STRANGER, the John Hopkins quartet of dramas currently running on the network in the Wednesday 10:00-11:00 pm slot, told the story of the Stephens family as seen from son Alan's viewpoint. At 8 per cent, the size of the audience was unchanged from the preceding two weeks and was also about average for the Wednesday 10:00 pm slot this season. General audience reaction to this week's drama was not enthusiastic, the enjoyment index of 50 being slightly below that for last week's play and 10 points below the enjoyment index recorded for the series' debut episode on November 24.
- On Tuesday evening at 8:00-8:30 pm, the network carried a repeat of the Dr. Seuss cartoon, 'Horton Hears A Who'. The adult-

teenage audience was 22 per cent - about equal in size to the audience normally attracted in this Tuesday slot to the pre-empted 'Mary Tyler Moore' show. The index of enjoyment for this adult-teenage audience was 74, about average for TV network programs in general.

CBC Research  
Ottawa

# A CBC RESEARCH REPORT

TV/72/2

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 10-16, 1971

### THIS WEEK

Network programming this week included an 'Anne Murray Special', the concluding drama in the 'Talking To A Stranger' series, highlights of the '1971 World Curling Championships' and a 'Winter Olympic Preview'. Because of a late change in the scheduling of NFL Football and subsequently of 'Sports Week', 'CBC Championship Curling' and the two last mentioned specials, no audience information is available for any of these five sports broadcasts.

The only regular CBC program pre-empted throughout the country this week was 'O'Hara, United States Treasury'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

TABLE 1  
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 10-16, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| THE WONDERFUL WORLD OF DISNEY                             | Sun. 6:00- 7:00           | 39                  | 90                    |
| HOCKEY NIGHT IN CANADA                                    | Sat. 8:00-10:29           | 36                  | 83                    |
| FLIP WILSON   | Sun. 8:00- 9:00           | 31                  | 81                    |
| CAROL BURNETT   | Tue. 8:30- 9:30           | 30                  | 80                    |
| ANNE MURRAY SPECIAL                                       | Thu. 8:00- 9:00           | 29                  | 72                    |
| ELIZABETH R (Episode 2)                                   | Sun. 9:00-10:30           | 27                  | 81                    |
| THE PARTRIDGE FAMILY                                      | Mon. 8:00- 8:30           | 26                  | 80                    |
| CANNON  | Mon. 8:30- 9:30           | 25                  | 84                    |
| ROWAN AND MARTIN  | Fri. 8:00- 9:00           | 23                  | 71                    |
| THE ROVERS  | Sun. 7:00- 7:30           | 21                  | 72                    |
| MARY TYLER MOORE  | Tue. 8:00- 8:30           | 21                  | 77                    |
| FRONT PAGE CHALLENGE                                      | Mon. 9:30-10:00           | 20                  | 82                    |
| TOMMY HUNTER  | Fri. 9:00-10:00           | 20                  | 82                    |
| JIMMY STEWART   | Sun. 7:30- 8:00           | 18                  | 75                    |
| CBC NATIONAL NEWS   | S-S 11:00-11:21           | 14                  | 80                    |
| COUNTRYTIME   | Sat. 10:30-11:00          | 14                  | 74                    |
| EDGE OF NIGHT   | M-F 3:30- 4:00            | 12                  | 85                    |
| THE TENTH DECADE (Episode 7)                              | Wed. 9:00-10:00           | 10                  | 75                    |
| TELESCOPE (Profile of author-zoologist<br>Gerald Durrell) | Tue. 9:30-10:00           | 9                   | 79                    |
| NO, THAT'S ME OVER HERE                                   | Wed. 8:30- 9:00           | 9                   | 65                    |
| THE NATURE OF THINGS ('The Fur Skin<br>Trade')            | Mon. 10:00-10:30          | 9                   | 84                    |
| CBC WEEKEND   | Sun. 10:30-11:00          | 9                   | 74                    |
| 'TALKING TO A STRANGER' - (Part 4)                        | Wed. 10:00-11:00          | 8                   | 51                    |
| THIS LAND   | Wed. 8:00- 8:30           | 8                   | 74                    |
| TUESDAY NIGHT (on Japan)                                  | Tue. 10:00-11:00          | 6                   | 82                    |
| MAN ALIVE   | Mon. 10:30-11:00          | 4                   | 58                    |
| TOMMY TOMPKINS (Repeat)                                   | Wed. 4:30- 5:00           | 4                   | 86                    |
| PAUL BERNARD, PSYCHIATRIST                                | M-F 4:00- 4:30            | 4                   | 49                    |
| TAKE THIRTY   | M-F 3:00- 3:30            | 3                   | 74                    |
| NATION'S BUSINESS (Progressive<br>Conservative Party)     | Sun. 11:15-11:21          | 3                   | 62                    |
| COUNTRY CANADA  | Sun. 1:30- 2:00           | 3                   | 81                    |
| PROVINCIAL AFFAIRS  | Sat. 11:15-11:22          | 2                   | \$                    |
| MUSIC TO SEE  | Sun. 5:00- 5:30           | 2                   | \$                    |

\$ Sample too small for reliable reporting of enjoyment level.



Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

#### PROGRAM NOTES

- The second program in the BBC's ELIZABETH R series (Sunday, 9:00-10:30 pm) drew a 27 per cent audience - 4 percentage points bigger than the audience to last week's opener and about equal to the previous biggest audience for a 'Sunday At Nine' program this season. This 27 per cent audience is still much smaller, however, than the 39 per cent attracted to the second program of the BBC's 'The Six Wives Of Henry VIII' series, broadcast in this same Sunday 9:00-10:30 pm network slot last March 28. This week's 'Elizabeth R', which explored the relationship between Elizabeth and Robert Dudley, was about as much enjoyed by those who watched it as the debut program - index of enjoyment for last week's

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 10-16, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                              |                           |                     |                       |
| THE IRISH ROVERS   | Mon. 7:30- 8:00           | 15                  | 83                    |
| HYMN SING  | Sun. 5:30- 6:00           | 8                   | 86                    |
| * LET'S CALL THE WHOLE THING ORFF                              | Sat. 7:00- 7:30           | 4                   | 43                    |
| * REPLAY   | Sat. 6:30- 7:00           | 3                   | 75                    |
| IN THE MOOD  | Thu. 9:00- 9:30           | 3                   | 80                    |
| FAMILY COURT   | M-F 1:30- 2:00            | 3                   | 85                    |
| MIDWEEK  | Thu. 10:00-11:00          | 2                   | \$                    |
| THE GALLOPING GOURMET  | M-F 2:00- 2:30            | 2                   | 78                    |
| * UPDATE   | Sat. 6:00- 6:30           | 2                   | \$                    |
| TO SEE OURSELVES ('The White Christmas Of<br>Archie Nicotine') | Thu. 9:30-10:00           | 2                   | \$                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | \$                    |
| ANALOG   | Sun. 1:00- 1:30           | 1                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY                                  | Sun. 6:00- 7:00           | 22                  | 88                    |
| GET SMART  | M-F 5:30- 6:00            | 10                  | 78                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 7                   | 77                    |
| GETTING TOGETHER   | Thu. 7:30- 8:00           | 7                   | 76                    |
| SINGALONG JUBILEE  | Wed. 7:30- 8:00           | 6                   | 78                    |
| WORLD TV SHOWCASE ('Thick As Thieves')                         | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>  |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:28           | 26                  | 84                    |
| 'BING CROSBY - SOUNDS OF CHRISTMAS'                            | Mon. 10:00-11:00          | 20                  | 81                    |
| 'HOW THE GRINCH STOLE CHRISTMAS' (Repeat)                      | Fri. 7:00- 7:30           | 19                  | 77                    |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 19                  | 76                    |
| MARCUS WELBY, M.D.   | Tue. 8:00- 9:00           | 15                  | 87                    |
| MEDICAL CENTER   | Mon. 7:30- 8:30           | 14                  | 86                    |
| FRIDAY NIGHT MOVIE ('How To Steal An<br>Airplane')             | Fri. 8:00-10:00           | 13                  | 75                    |
| F.B.I.   | Fri. 10:00-11:00          | 13                  | 79                    |
| + MANNIX   | Sun. 10:00-11:00          | 12                  | 84                    |
| + DORIS DAY  | Mon. 7:00- 7:30           | 12                  | 74                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 12                  | 83                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 12                  | 79                    |
| + LONGSTREET   | Thu. 7:30- 8:30           | 10                  | 80                    |
| + THE BOLD ONES  | Thu. 10:00-11:00          | 10                  | 82                    |
| THE PARTNERS   | Fri. 7:30- 8:00           | 10                  | 75                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 10                  | 71                    |
| ACADEMY PERFORMANCE ('The High Bright<br>Sun')                 | Sat. 8:00-10:00           | 9                   | 73                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30           | 8                   | 83                    |
| NICHOLS  | Mon. 8:30- 9:30           | 8                   | 76                    |
| CTV NATIONAL NEWS  | S-S 11:00-11:18           | 8                   | 81                    |
| ROLLIN' ON THE RIVER   | Sat. 7:00- 8:00           | 8                   | 62                    |
| IAN TYSON  | Tue. 9:30-10:00           | 7                   | 75                    |
| HERE COME THE SEVENTIES  | Thu. 9:30-10:00           | 7                   | 67                    |
| WIDE WORLD OF SPORTS   | Sat. 4:30- 6:00           | 7                   | 79                    |
| ANYTHING YOU CAN DO  |                           |                     |                       |
| SHIRLEY'S WORLD  | Sun. 8:30- 9:00           | 4                   | 66                    |
| ANOTHER WORLD  | M-F 3:00-3:30             | 4                   | 84                    |
| + SPORTS BEAT '1   | Wed. 10:30-11:00          | 3                   | 70                    |
| STORY THEATRE  | Sun. 7:00- 7:30           | 3                   | \$                    |
| W5   | Sun. 9:00-10:00           | 3                   | 68                    |
| MAN TRAP   | M-F 2:30- 3:00            | 3                   | 72                    |

\* Re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

episode 79, for this week's 81. And, as was the case last week, viewers had much praise for the acting, the costumes and the authenticity of the presentation. On this occasion, following a change in the number and placement of the advertising breaks, only a small 2 per cent of all who watched 'Elizabeth R' complained about the extent to which the commercials had interfered with their enjoyment of the program - a drop from the 5 per cent of viewers who spontaneously voiced this objection last week.

- . This week's half-hour edition of CBC WEEKEND (Sunday 10:30-11:00 pm) consisted of two items - coverage of a New York City patrolman's testimony to the Knapp Commission investigating police corruption in that city, and a film report on life in British Columbia's Quadra Island commune. The audience was 9 per cent, the enjoyment index 74 - both virtually unchanged from the preceding week and also about average for the 'Weekend' series as a whole.
- . From 8:00-9:00 pm on Thursday, a slot normally occupied by 'O'Hara, U.S. Treasury', the network this week carried the second ANNE MURRAY SPECIAL of the season. In addition to the star herself, the show included singers John Davidson, Dianne Brooks, the 'Doctor Music' group and the Rob Iscove Dancers. The audience was 29 per cent - significantly bigger than recent audiences to the pre-empted 'O'Hara' (22-23 per cent) but still 4 percentage points smaller than the audience to the November 8 Anne Murray special (Monday, 8:30-9:30 pm). Nor was this week's special particularly well received by those who watched it. Though the contributions of both John Davidson and, as usual, Anne Murray herself, were highly acclaimed by the majority of viewers, the counter-balance of a much less enthusiastic audience response to the other performers resulted in only a moderately favourable index of 72 for the program as a whole. This is 9 index points short of the high enjoyment level attained by the November 8 'Anne Murray' special, and is equal only to the index of last April's not-so-successful 'I Believe In Music' (71). In the common CBC-CTV reception area where this week's show ran directly against the final half-hour of 'Longstreet' and the first part of 'Dean Martin', the CBC program outdrew the CTV drama by about 2 to 1, the 'Martin' variety by a marginal 8:7.
- . 'Celebration and Succession', this week's penultimate program of the eight-part TENTH DECADE series on Canadian politics, reviewed the special events of Centennial Year and the 1967 Conservative

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND CUMULATIVE  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREA\*

WEEK: DECEMBER 10-16, 1971

| DATE        | TIME<br>(Eastern, pm) | CBC PROGRAM              | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM  |
|-------------|-----------------------|--------------------------|--|--|
| FRI<br>10TH | 7:00- 7:30            | Local Programming        | 22   | 'HOW THE GRINCH STOLE<br>CHRISTMAS' (Repeat)       |
|             | 7:30- 8:00            | Not Complete Network     |  | THE PARTNERS                                       |
|             | 8:00- 8:30            | ROWAN AND MARTIN         | 16   | FRIDAY NIGHT MOVIE<br>('How To Steal An Airplane') |
|             | 8:30- 9:00            |                          |  |  |
|             | 9:00- 9:30            | TOMMY HUNTER             | 16   |  |
|             | 9:30-10:00            |                          |  |  |
|             | 10:00-10:30           | Not Complete Network     | 16   | P.B.I.   |
| 10:30-11:00 |                       |                          |  |  |
| SUN<br>12TH | 7:00- 7:30            | THE ROVERS               | 18   | STORY THEATRE                                      |
|             | 7:30- 8:00            | JIMMY STEWART            | 10   | MOD SQUAD  |
|             | 8:00- 8:30            | FLIP WILSON              | 29   |  |
|             | 8:30- 9:00            |                          | SHIRLEY'S WORLD                                |  |
|             | 9:00- 9:30            | ELIZABETH R              | 26   | W5   |
|             | 9:30-10:00            |                          |  | + MANNIX   |
|             | 10:00-10:30           |                          |  |  |
| 10:30-11:00 | CBC WEEKEND           | 8                        |  |  |
| MON<br>13TH | 7:00- 7:30            | Local Programming        |  | + DORIS DAY  |
|             | 7:30- 8:00            | Not Complete Network     |  | MEDICAL CENTER                                     |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY     | 22   |  |
|             | 8:30- 9:00            | CANNON                   | 21   | NICHOLS  |
|             | 9:00- 9:30            |                          |  | PIG 'N' WHISTLE                                    |
|             | 9:30-10:00            | FRONT PAGE CHALLENGE     | 18   |  |
|             | 10:00-10:30           | THE NATURE OF THINGS     | 8  | 'BING CROSBY - SOUNDS OF<br>CHRISTMAS'             |
| 10:30-11:00 | MAN ALIVE             | 4                        |  |  |
| TUE<br>14TH | 7:00- 7:30            | Local Programming        |  | Not Complete Network                               |
|             | 7:30- 8:00            | Not Complete Network     |  | MARCUS WELBY, M.D.                                 |
|             | 8:00- 8:30            | MARY TYLER MOORE         | 18   |  |
|             | 8:30- 9:00            | CAROL BURNETT            | 28   | Not Complete Network                               |
|             | 9:00- 9:30            |                          |  | IAN TYSON  |
|             | 9:30-10:00            | TELESCOPE                | 8  | THE PERSUADERS                                     |
|             | 10:00-10:30           | TUESDAY NIGHT (on Japan) | 6  |  |
| 10:30-11:00 |                       |                          |  |  |
| THU<br>16TH | 7:00- 7:30            | Local Programming        |  | Not Complete Network                               |
|             | 7:30- 8:00            | Not Complete Network     |  | LONGSTREET   |
|             | 8:00- 8:30            | ANNE MURRAY SPECIAL      | 20   |  |
|             | 8:30- 9:00            |                          | DEAN MARTIN                                    |  |
|             | 9:00- 9:30            | Not Complete Network     | 8  | HERV COME THE SEVENTIES                            |
|             | 9:30-10:00            |                          |  | + THE BOLD ONES                                    |
|             | 10:00-10:30           |                          |  |  |
| 10:30-11:00 | CTV NEWS              |                          |  |  |
| S-S         | 11:00-11:20           | CBC NEWS                 | 12   | CTV NEWS   |

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.



leadership convention which saw Robert Stanfield replace John Diefenbaker as Party leader. With a slightly bigger-than-usual audience of 10 per cent (previous 'Tenth Decade' audiences have been 7-9 per cent), this week's program rated an audience enjoyment index of 75. This is some 4-6 points higher than the index for each of the last two 'Tenth Decade' broadcasts on the 'Pearson Years', but still short of the average index of 79 maintained by the opening four episodes of the series.

- TELESCOPE (Tuesday 9:30-10:00 pm) this week visited British author-zoologist Gerald Durrell at his wildlife sanctuary in Jersey. With many viewers specially impressed by the Durrells' efforts to preserve certain animal species from extinction and by their obvious dedication to this work, the broadcast rated a high audience enjoyment index of 79. This ranks it as one of the five most enjoyed programs of the current 'Telescope' series which to date has an average index of 69 - 3 points higher than that of the 1970-71 'Telescope' series. The 9 per cent audience to this 'Durrell' program was about average for all preceding full network 'Telescope' broadcasts.
- TUESDAY NIGHT (10:00-11:00 pm) this week presented 'The Japanese Giant', a documentary on present-day Japan with particular emphasis on her industrial development over the last 25 years. A co-production of 'Tuesday Night' and the CBC French Network, the program drew a 6 per cent national audience - about average for 'Tuesday Night' this season but again only about half as big as the usual audience to last year's 'Tuesday Night' series. Consistent with the highly favourable audience response to most CBC documentaries on foreign countries and their people, 'The Japanese Giant' was very well received with an index of audience enjoyment of 82. Viewers rated it a highly interesting and clearly presented program and were particularly impressed by the evidences of Japan's tremendous post-war industrial expansion - much the same viewer reaction as was reported for the December 4, 1969 showing of Michael Maclear's 'The Rising Sun' documentary on present-day Japan (index 77).
- The CBC-produced TO SEE OURSELVES drama series this week concluded its 11-week run in the Thursday 9:30-10:00 pm slot on the metronet and some CBC affiliated stations. The closing play, 'The White Christmas Of Archie Nicotine', starred John Yesno, Barbara Franklin, and Don Cullen. At

2 per cent, the size of the audience was unchanged from previous weeks and was again too small to provide a reliable indication of viewer enjoyment. On the whole, however, with an average index in the high 50s, the series has attained about the same, rather low level of viewer enjoyment as have most of this season's CBC-produced drama presentations in the 'Sunday At Nine' slot.

- . Nor has there been a very enthusiastic audience reaction to the John Hopkins quartet of TALKING TO A STRANGER dramas (Wednesday 10:00-11:00 pm). With this week's concluding play - the mother's story - rating an index of 51, each of the four broadcasts has had an index within the 50-60 range for a series' average of 54. While each play has been rated as "enjoyed very much" by about one-third of its viewers, indications are that a substantial minority of viewers of the series found the series too sad and depressing. On all four occasions, the audience has been 8 per cent - about average for programs running in this Wednesday 10:00 pm slot this season.
- . At 8:00-8:30 pm on Wednesday, THIS LAND attracted an 8 per cent audience (about average for the series) to a program on last summer's gathering of some 6,000 Metis at the Batoche site of the 1885 Riel Rebellion. With about half of those who watched rating the broadcast as one that they had enjoyed very much, the index of enjoyment for the audience as a whole was 74 - some 5 points below the high average index for the 'This Land' series to date but about average for TV network programs in general this season.
- . With indices of enjoyment for individual day programs all falling in the narrow 71-76 range, TAKE THIRTY (weekdays 3:00-3:30 pm) this week rated an average index of enjoyment of 74 - slightly below the average 78 for the series so far this season. The content: on Friday, discussions of the history of Quebec and of the current India-Pakistan conflict; on Monday, a visit with Hungarian artist Endre Szasz; on Tuesday, a talk with conservationist Richard St Barbe Baker and an excerpt from a Laurel and Hardy film; on Wednesday, a review of three books dealing with 'Our Country's Heritage'; and on Thursday, a look at Canada's record industry. With an average day audience of 3 per cent and a cumulative five-day audience of 6 per cent, viewing of 'Take Thirty' was, for the third week in the last four, slightly below average for the series both this year and last.

- This week's program in the NATURE OF THINGS series (Monday 10:00-10:30 pm) studied the fur trade industry and its effect on certain species of fur-bearing animals. With many viewers obviously in sympathy with the program's concern for the survival of the threatened animals, Monday's broadcast, like all 'Nature of Things' programs this season, was very well received by those who watched it - index of enjoyment 84. At 9 per cent, the size of the audience was about average for the series.
- Following this, at 10:30-11:00 pm, MAN ALIVE presented 'Fed Up With Grief' - a report by program host Roy Bonisteel on his recent study of the attitudes of a Prince Edward Island congregation towards the church's practice of concerning itself with current world problems. Even less favourably received than most preceding 'Man Alive' programs this season (average index 64), the broadcast rated an audience enjoyment index of just 58. The size of the audience, about average for the series this season, was 4 per cent.
- This same (Monday) evening, from 10:00-11:00 pm, the CTV network, in place of its regular 'Ironside' program, carried BING CROSBY AND THE SOUNDS OF CHRISTMAS - a U.S. produced music special featuring the veteran singer and his family with Robert Goulet, Mary Costa and the Mitchell Singing Boys choir. Significantly more enjoyed by viewers in the over-50 age group (index 90) than by younger viewers, the broadcast was still well received by the audience as a whole with an index of 81. The size of the audience was 20 per cent nationally, 24 per cent within the CTV coverage area where the program was fully available - next to Wednesday night Hockey, the biggest CTV audience of the week. This was duly reflected within the common CBC-CTV reception area, where this 'Crosby' special outdrew 'Nature Of Things' in an audience ratio of 3 to 1 and CBC's 'Man Alive' by about 6 to 1.
- On Thursday at 9:00-9:30 pm, on the metronet and some CBC affiliated stations, IN THE MOOD this week had an audience of 3 per cent nationally, 4 per cent within the metronet area where the program is fully available. This is about the same size of audience that the series has attracted most weeks since mid-October, but is somewhat smaller than audiences of 5-6 per cent for 'In The Mood' earlier in the season. Because of this rather low level of viewing, indices of audience enjoyment are not available for all 'In The Mood'

broadcasts. However, indications are that this week's show which featured a jazz group including top-name performers Gus Johnson, Billy Butterfield, Bob Haggert and Yank Lawson, was one of the best-received 'In The Mood' programs to date - index of audience enjoyment 80 as against a norm of 69 for the series as a whole.

(Special reports have been distributed this week on audience reactions to individual items in this week's 'Irish Rovers', 'Countrytime' and 'Singalong Jubilee'.)

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# A CBC RESEARCH REPORT

TV/72/3

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 17-23, 1971

## THIS WEEK

Network programming this week included a 'Canadian Sports Test', 'Danny Thomas' and 'Juliette' music specials, coverage of last month's Canada-China badminton contest, and a special football program on last year's Cotton Bowl game. The week also marked the return of the 'Tommy Banks Show' to the full network and of the 'Program X' series to the metronet and some CBC affiliated stations. Due to late notice of the participating teams, no audience information is available this week for 'NFL Football'.

Regular CBC programs pre-empted throughout the country this week were 'Tommy Hunter' and 'Cannon'.

## SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 17-23, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| CAROL BURNETT   | Tue. 8:30- 9:30           | 35                  | 79                    |
| HOCKEY NIGHT IN CANADA  | Sat. 8:00-10:28           | 34                  | 78                    |
| DANNY THOMAS SPECIAL  | Mon. 8:30- 9:30           | 33                  | 84                    |
| FLIP WILSON   | Sun. 8:00- 9:00           | 32                  | 79                    |
| THE WONDERFUL WORLD OF DISNEY                                     | Sun. 6:00- 7:00           | 31                  | 79                    |
| THE PARTRIDGE FAMILY (Repeat)                                     | Mon. 8:00- 8:30           | 27                  | 78                    |
| MARY TYLER MOORE (Repeat)   | Tue. 8:00- 8:30           | 25                  | 79                    |
| ELIZABETH R (Episode 3)   | Sun. 9:00-10:30           | 24                  | 80                    |
| ROWAN AND MARTIN  | Fri. 8:00- 9:00           | 22                  | 69                    |
| FRONT PAGE CHALLENGE  | Mon. 9:30-10:00           | 22                  | 85                    |
| THE ROVERS  | Sun. 7:00- 7:30           | 20                  | 77                    |
| O'HARA, UNITED STATES TREASURY                                    | Thu. 8:00- 9:00           | 18                  | 80                    |
| JIMMY STEWART   | Sun. 7:30- 8:00           | 18                  | 79                    |
| COUNTRYTIME (Repeat)  | Sat. 10:30-11:00          | 16                  | 79                    |
| 'JULIETTE'  | Wed. 10:00-10:30          | 14                  | 82                    |
| CBC NATIONAL NEWS   | S-S 11:00-11:21           | 13                  | 81                    |
| EDGE OF NIGHT   | M-F 3:30- 4:00            | 13                  | 85                    |
| 'THE CANADIAN SPORTS TEST'  | Fri. 9:00-10:00           | 11                  | 73                    |
| THE NATURE OF THINGS ('Population:<br>Everybody's Baby') (Repeat) | Mon. 10:00-10:30          | 11                  | 80                    |
| NO, THAT'S ME OVER HERE   | Wed. 8:30- 9:00           | 10                  | 72                    |
| THIS LAND   | Wed. 8:00- 8:30           | 9                   | 75                    |
| THE TENTH DECADE (Episode 8)                                      | Wed. 9:00-10:00           | 8                   | 72                    |
| TELESCOPE ('The Bradens Of Britain')                              | Tue. 9:30-10:00           | 8                   | 61                    |
| CBC WEEKEND   | Sun. 10:30-11:00          | 8                   | 71                    |
| MAN ALIVE   | Mon. 10:30-11:00          | 7                   | 76                    |
| TOMMY BANKS   | Wed. 10:30-11:00          | 7                   | 58                    |
| TUESDAY NIGHT (India-Pakistan war)                                | Tue. 10:00-11:00          | 6                   | 69                    |
| BADMINTON SPECIAL (China vs Canada)                               | Sat. 2:00- 3:00           | 4                   | 75                    |
| PAUL BERNARD, PSYCHIATRIST  | M-F 4:00- 4:30            | 4                   | 46                    |
| TOMMY TOMPKINS (Repeat)   | Wed. 4:30- 5:00           | 4                   | 87                    |
| TAKE THIRTY   | M-F 3:00- 3:30            | 4                   | 77                    |
| NATION'S BUSINESS (Liberal Party)                                 | Sun. 11:15-11:21          | 3                   | \$                    |
| COUNTRY CANADA  | Sun. 4:30- 5:00           | 3                   | \$                    |
| 'THE WISHBONE INCIDENT' (re 1971 Cotton<br>Bowl Game)             | Sat. 3:00- 4:00           | 3                   | \$                    |
| PROVINCIAL AFFAIRS  | Sat. 11:15-11:22          | 3                   | \$                    |
| MUSIC TO SEE  | Sun. 5:00- 5:30           | 2                   | \$                    |
| SPORTS WEEK   | Sun. 3:50- 4:00           | 1                   | \$                    |

\$ Sample too small for reliable reporting of enjoyment level.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worth-while', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

### PROGRAM NOTES

- On Friday at 9:00-10:00 pm, 'Tommy Hunter' was pre-empted this week by a sports-quizz special, THE CANADIAN SPORTS TEST. Against a film background spanning about a century of sporting events and personalities, questions were presented designed to test the audience's knowledge of Canada's sports history. Viewers were invited to keep their own scores on the test and to compare their performance with that of a studio panel of Canadian gold medal winners at last year's Pan Am Games, also with 'national average' test scores obtained from a sample survey specially conducted by

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 17-23, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                              |                           |                     |                       |
| THE IRISH ROVERS   | Mon. 7:30- 8:00           | 18                  | 86                    |
| HYMN SING  | Sun. 5:30- 6:00           | 12                  | 86                    |
| IN THE MOOD  | Thu. 9:00- 9:30           | 4                   | 76                    |
| CBC CHAMPIONSHIP CURLING                                       | Sat. 4:00- 5:00           | 4                   | 76                    |
| FAMILY COURT   | M-F 1:30- 2:00            | 3                   | 86                    |
| * UPDATE   | Sat. 6:00- 6:30           | 3                   | \$                    |
| THE GALLOPING GOURMET  | M-F 2:00- 2:30            | 3                   | 75                    |
| MIDWEEK  | Thu. 10:00-11:00          | 3                   | \$                    |
| * LET'S CALL THE WHOLE THING ORFF                              | Sat. 7:00- 7:30           | 3                   | \$                    |
| * REPLAY   | Sat. 6:30- 7:00           | 2                   | \$                    |
| PROGRAM X ('Inside Out')                                       | Thu. 9:30-10:00           | 2                   | \$                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | \$                    |
| ANALOG   | Sun. 4:00- 4:30           | 2                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY                                  | Sun. 6:00- 7:00           | 17                  | 79                    |
| GET SMART  | M-F 5:30- 6:00            | 10                  | 78                    |
| GETTING TOGETHER   | Thu. 7:30- 8:00           | 7                   | 72                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 7                   | 76                    |
| SINGALONG JUBILEE  | Wed. 7:30- 8:00           | 6                   | 79                    |
| WORLD TV SHOWCASE ('Till I End My Song')                       | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>  |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:28           | 28                  | 84                    |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 19                  | 78                    |
| IRONSIDE   | Mon. 10:00-11:00          | 16                  | 81                    |
| THE UNDERSEA WORLD OF JACQUES COUSTEAU<br>('Octopus, Octopus') | Sun. 7:30- 8:30           | 15                  | 91                    |
| F.B.I.   | Fri. 10:00-11:00          | 14                  | 81                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 12                  | 77                    |
| + MANNIX (Repeat)  | Sun. 10:00-11:00          | 12                  | 81                    |
| FRIDAY NIGHT MOVIE ('Houdini')                                 | Fri. 8:00-10:00           | 12                  | 78                    |
| 'A CHRISTMAS CAROL' (cartoon) (Repeat)                         | Fri. 7:30- 8:00           | 12                  | 72                    |
| + DORIS DAY (Repeat)   | Mon. 7:00- 7:30           | 11                  | 74                    |
| MEDICAL CENTER (Repeat)  | Mon. 7:30- 8:30           | 11                  | 81                    |
| ROOM 222   | Fri. 7:00- 7:30           | 10                  | 75                    |
| IAN TYSON (Repeat)   | Tue. 9:30-10:00           | 10                  | 76                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 10                  | 72                    |
| + LONGSTREET (Repeat)  | Thu. 7:30- 8:30           | 10                  | 81                    |
| + THE BOLD ONES  | Thu. 10:00-11:00          | 9                   | 77                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30           | 9                   | 86                    |
| + ACADEMY PERFORMANCE ('Pappa's Delicate<br>Condition')        | Sat. 8:00-10:00           | 9                   | 77                    |
| ROLLIN' ON THE RIVER (Repeat)                                  | Sat. 7:00- 8:00           | 8                   | 72                    |
| CTV NATIONAL NEWS  | S-S 11:00-11:18           | 8                   | 81                    |
| NICHOLS (Repeat)   | Mon. 8:30- 9:30           | 7                   | 74                    |
| HERE COME THE SEVENTIES (Repeat)                               | Thu. 9:30-10:00           | 7                   | 70                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00            | 6                   | 82                    |
| WIDE WORLD OF SPORTS   | Sat. 4:30- 6:00           | 6                   | 81                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 5                   | 85                    |
| SHIRLEY'S WORLD  | Sun. 8:30- 9:00           | 5                   | 65                    |
| W5   | Sun. 9:00-10:00           | 5                   | 66                    |
| + SPORTS BEAT '71  | Wed. 10:30-11:00          | 3                   | 74                    |
| MAN TRAP   | M-F 2:30- 3:00            | 3                   | 74                    |
| STORY THEATRE  | Sun. 7:00- 7:30           | 3                   | 61                    |

\* Re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.



CBC Research for this program. Co-hosts were Fred Davis and Toronto sports columnist Dick Beddoes. Also contributing to the program were a number of sports commentators. The audience was not a specially large one - 11 per cent compared with an audience normally about twice this size for the pre-empted 'Tommy Hunter'. Nor was the program particularly well received by those who watched it, the index of enjoyment of 73 being just about average for all network programs and much below the usual level of audience enjoyment maintained by 'Tommy Hunter' this season - average index 82. Most complaints were directed at the panel which was widely felt to have contributed little to the program, and at co-host Dick Beddoes whom many viewers felt had been unnecessarily "loudmouth" and "overbearing" in some of his comments. The film footage was generally much enjoyed but, this aside, the program "never seemed to come alive" for many viewers with even the normally highly-popular Fred Davis coming in for some criticism as seeming at times not to be sufficiently "involved" in what was going on.

- . The audience for this week's third program of the six-part ELIZABETH R drama series (Sunday 9:00-10:30 pm) was 24 per cent (some 2.6 million viewers) - about the same level of viewing that was attained by the opening program but somewhat short of the 27 per cent audience for the second episode. With viewers continuing to acclaim the acting of Glenda Jackson and various other aspects of the production, Sunday's program, like the two earlier episodes, was on the whole very much enjoyed by those who watched it - index of enjoyment 80.
- . On Sunday, from 10:30-11:00 pm this week, CBC WEEKEND had another 8 per cent audience and an index of enjoyment of 73 - both about average for the series this season. This week's content: a report on the recent devaluation of the American dollar and removal of the U.S. surcharge; an interview with FLQ member Charles Gagnon; and a talk with Prime Minister Ian Smith of Rhodesia.
- . TUESDAY NIGHT (10:00-11:00 pm) this week presented 'Jai Bengla', a report on the India-Pakistan conflict in which CBC correspondents John Drewery and Tom Leach reviewed the historical events leading up to the war, gave eye witness accounts of the fighting and discussed the future relationship of India, Pakistan and the new state of Bangladesh.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND CTV/CBC  
CTV PROGRAMS WITHIN THE QUEBEC CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 17-23, 1971

| DATE        | TIME<br>(Eastern, pm) | CBC PROGRAM                           | PER CENT VIEWING<br>IN CBC/CTV<br>COVERAGE AREAS | CTV PROGRAM   |
|-------------|-----------------------|---------------------------------------|--|---|
| FRI<br>17TH | 7:00- 7:30            | Local Programming                     | 12   | ROCK 277  |
|             | 7:30- 8:00            | Not Complete Network                  | 13   | 'A CHRISTMAS CAROL' (Repeat)                                      |
|             | 8:00- 8:30            | ROMAN AND MARTIN                      | 20   |   |
|             | 8:30- 9:00            |                                       |  |   |
|             | 9:00- 9:30            | 'CANADIAN SPORTS TEST'                | 11   | FRIDAY NIGHT MOVIE<br>(Houndini)                                  |
|             | 9:30-10:00            |                                       |  |   |
| SUN<br>19TH | 10:00-10:30           | Not Complete Network                  | 10   | F.B.I.  |
|             | 10:30-11:00           |                                       |  |   |
|             | 7:00- 7:30            | THE ROVERS                            | 17   | 4 STORY THEATRE   |
|             | 7:30- 8:00            | JIMMY STEWART                         | 15   | 17 THE UNDERSEA WORLD OF JACQUES<br>COUSTEAU ('Octopus, Octopus') |
|             | 8:00- 8:30            | FLIP WILSON                           | 29   | 5 SHIRLEY'S WORLD   |
|             | 8:30- 9:00            |                                       |  |   |
|             | 9:00- 9:30            |                                       |  |   |
| MON<br>20TH | 9:30-10:00            | ELIZABETH R                           | 23   | 5 W5  |
|             | 10:00-10:30           |                                       |  |   |
|             | 10:30-11:00           | CBC WEEKEND                           | 7  | 14 + MANNIX (Repeat)  |
|             | 7:00- 7:30            | Local Programming                     |  | 12 + DORIS DAY (Repeat)   |
|             | 7:30- 8:00            | Not Complete Network                  |  | 12 MEDICAL CENTER (Repeat)  |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY (Repeat)         | 24   |   |
|             | 8:30- 9:00            | DANNY THOMAS SPECIAL                  | 31   | 7 NICHOLS (Repeat)  |
| TUE<br>21ST | 9:00- 9:30            |                                       |  |   |
|             | 9:30-10:00            | FRONT PAGE CHALLENGE                  | 19   | 11 PIC 'N' WHISTLE  |
|             | 10:00-10:30           | THE NATURE OF THINGS (Repeat)         | 10   | 18 IRONSIDE   |
|             | 10:30-11:00           | MAN ALIVE                             | 5  |   |
|             | 7:00- 7:30            | Local Programming                     |  | Not Complete Network  |
|             | 7:30- 8:00            |                                       |  |   |
|             | 8:00- 8:30            | MARY TYLER MOORE (Repeat)             | 22   | # 'THE NITTY GRITTY HOUR'   |
| THU<br>23RD | 8:30- 9:00            | CAROL BURNETT                         | 33   | Not Complete Network  |
|             | 9:00- 9:30            |                                       |  |   |
|             | 9:30-10:00            | TELESCOPE                             | 7  | 11 IAN TYSON (Repeat)   |
|             | 10:00-10:30           | TUESDAY NIGHT (India-Pakistan<br>war) | 5  | 14 THE PERSUADERS   |
|             | 10:30-11:00           |                                       |  |   |
|             | 7:00- 7:30            | Local Programming                     |  | Not Complete Network  |
| S-S         | 7:30- 8:00            | Not Complete Network                  |  |   |
|             | 8:00- 8:30            | O'HARA, UNITED STATES TREASURY        | 15   | 11 + LONGSTREET (Repeat)  |
|             | 8:30- 9:00            |                                       |  |   |
|             | 9:00- 9:30            |                                       |  | 21 DEAN MARTIN  |
|             | 9:30-10:00            | Not Complete Network                  |  | 7 HERE COME THE SEVENTIES (Repeat)                                |
|             | 10:00-10:30           |                                       |  | 10 + THE BOLD ONES  |
|             | 10:30-11:00           |                                       |  |   |
| S-S         | 11:00-11:20           | CBC NEWS                              | 12   | 9 CTV NEWS  |

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

Highly praised by the majority of those who watched it as a valuable and informative commentary on an important subject, some viewers were nonetheless obviously disturbed, even sickened, by certain of the more stark and unpleasant aspects of the war as depicted on the program. This undoubtedly contributed to the relatively low index of enjoyment for the audience as a whole - 69 as against a norm of 73 for 'Tuesday Night' this season. At 6 per cent the size of this week's audience was about average for the series. The record to date:

| <u>Date</u> | <u>Program</u>  | <u>Per Cent Viewing</u> | <u>Index Of Enjoyment</u> |
|-------------|---|-------------------------|---------------------------|
| Sept. 14    | Review of conflict in Northern Ireland                                | 7                       | 74                        |
| Sept. 21    | Feature on Niagara Falls  | 8                       | 74                        |
| Sept. 28    | Canada's image abroad   | 6                       | 67                        |
| Oct. 5      | A look back at the October 1970 crisis in Quebec                      | 7                       | 75                        |
| Oct. 12     | BBC documentary on probability of another earthquake in San Francisco | 10                      | 88                        |
| Oct. 19     | Two styles of travel in Canada: conducted bus tours and hitch-hiking  | 7                       | 67                        |
| Oct. 26     | Profile of author Morley Callahan                                     | 4                       | 63                        |
| Nov. 2      | The Toronto 'Telegram', deceased                                      | 6                       | 72                        |
| Nov. 9      | 'Taiwan - The End Of The Beginning' - on modern Formosa               | 6                       | 81                        |
| Nov. 16     | Profile of Dr. Norman Bethune   | 6                       | 82                        |
| Nov. 23     | 'The Energy Crisis' - on North American energy resources              | 5                       | 84                        |
| Nov. 30     | 'Nothing to Hide' - on homosexuals                                    | 10                      | 50                        |
| Dec. 7      | 'What's Right...To Be A Tory' - on P.C.'s annual policy convention    | 4                       | 67                        |
| Dec. 14     | 'The Japanese Giant' - on Japan                                       | 6                       | 82                        |
| Dec. 21     | 'Jai Bengla' - on India-Pakistan war                                  | 6                       | 69                        |

- . At 10:00-10:30 pm on Monday, a somewhat bigger-than-usual NATURE OF THINGS audience of 11 per cent watched a repeat showing of last season's 'Everybody's Baby' program on over-population. Again much enjoyed by the great majority of those who watched it, the broadcast on this occasion rated an audience enjoyment index of 80.
- . Following this, at 10:30-11:00 pm, MAN ALIVE also drew a bigger audience than usual. At 7 per cent it was, in fact, almost twice as big as the usual 'Man Alive' audience of 4 per cent. The attraction? 'Wild About Hymn Sing' - a behind-the-scenes look at the popular Sunday afternoon 'Hymn Sing' religious music series on CBC television. Nor did the majority of those who watched Monday's program appear to be at all disappointed by it. Indeed some eight out of ten viewers rated the broadcast as one that they had enjoyed either "very much" or at least "quite a bit", and the resultant index of 76 for the audience as a whole surpassed by 3 index points the previous high for 'Man Alive' this season and was much above the average enjoyment index of 63 for the current series.
- . This week's TELESCOPE (Tuesday 9:30-10:00 pm) profiled 'The Bradens of Britain' - former CBC radio personalities who have made a name for themselves on British television and radio. Both the size of the audience (8 per cent) and the index of enjoyment (61) were somewhat below average for the current 'Telescope' series. Among those who least enjoyed this week's program by far the most frequent explanation was simply a lack of interest in the Bradens and their activities abroad.
- . At 8:00-8:30 pm on Wednesday, THIS LAND presented a film record of folk singer Bob Ruzicka's recent concert tour of the Canadian Arctic. Though well received with an index of 75, the program was not quite as highly acclaimed as most other programs in the series (average index 79). The size of the audience to Wednesday's broadcast, 9 per cent, was marginally bigger than the average 'This Land' audience this season.
- . Wednesday at 9:00-10:00 pm brought the final episode of the eight-part series on Canadian politics, THE TENTH DECADE. Titled 'The End Of An Era', the program covered the last months of the Diefenbaker-Pearson years and the beginning of the Trudeau-Stanfield period. Audiences have



varied only slightly in size throughout the run of the series, from 7-10 per cent, with an average of 8 per cent - also the audience for this concluding episode. Levels of audience enjoyment have fluctuated rather more widely. The first four programs were consistently well received with indices of enjoyment all in the 77-81 range. The next two episodes, however ('Search For A Mandate' and 'No Joy In Heaven' covering events during the years that Lester Pearson headed minority Liberal governments), were less favourably received with indices of 69-71, and while there was a slight upswing in favourable reaction to the two final episodes (indices of enjoyment 75 and 72 respectively) this still fell short of the level of acclaim reached by the initial four programs. The average index of enjoyment for the series as a whole was 75. The week-by-week record:

| <u>Date</u> | <u>Program</u>             | <u>Per Cent<br/>Viewing</u> | <u>Index Of<br/>Enjoyment</u> |
|-------------|----------------------------|-----------------------------|-------------------------------|
| Oct. 27     | 'Prologue To Power'        | 9                           | 79                            |
| Nov. 3      | 'From Victory to Triumph'  | 8                           | 77                            |
| Nov. 10     | 'The Power And The Glory'  | 8                           | 79                            |
| Nov. 17     | Pre-empted                 |                             |                               |
| Nov. 24     | 'Treason And Transition'   | 7                           | 81                            |
| Dec. 1      | 'Search For A Mandate'     | 9                           | 69                            |
| Dec. 8      | 'No Joy In Heaven'         | 9                           | 71                            |
| Dec. 15     | 'Celebration & Succession' | 10                          | 75                            |
| Dec. 22     | 'The End Of An Era'        | 8                           | 72                            |

- Following this, at 10:00-10:30 pm on Wednesday, a 14 per cent audience - much the biggest for the Wednesday 10 pm slot this season - was attracted to a JULIETTE SPECIAL. Featured on the program with longtime radio and TV personality, Juliette, were the 'Sweet Majac' children's singing group and puppeteer-ventriloquist Shari Lewis. As a whole, the broadcast was very well received with a high audience enjoyment index of 82. (A more detailed account of audience reactions to this 'Juliette' special has been separately reported.)
- Wednesday evening (10:30-11:00 pm) also marked the return to the network of THE TOMMY BANKS SHOW. This opening program of a new 12-part series of music-talk shows featured Tommy as host to Bruce and Dixie Lee Innes of the original cast of

'One Tin Soldier'. While about one-quarter of those who watched this debut broadcast indicated that they had very much enjoyed it, a substantial minority of viewers were much less favourably impressed resulting in a fairly low enjoyment index of 58 for the audience as a whole. The 7 per cent audience to this first 'Tommy Banks Show' was about equal in size to the audience (8 per cent) for the just-completed four-part Wednesday 10:00-11:00 pm drama series, 'Talking To A Stranger'.

- TAKE THIRTY (weekdays 3:00-3:30 pm) had another generally favourable response this week from those who watched it, the average index of enjoyment for the five programs being 77. Only a few index points separated the individual broadcasts. The Thursday report on South Africa's controversial 'birth suit' device had an index of 80; the Tuesday profile of historian-photographer Wallace MacAskill and the Friday report on the 'Committee For An Independent Canada' had indices of 77-78; and the Wednesday talk with actor-filmmaker Claude Jutra and Monday's program also on Mr. MacAskill had indices of 74-75. The average day audience to 'Take Thirty' this week was the usual 4 per cent.
- Broadcast on Thursday at 9:30-10:00 pm on the metronet and some CBC affiliated stations, the PROGRAM X series this week launched into its second season with the Mavor Moore play 'Inside Out'. Starring in this comedy about the generation gap were Moore himself and his daughter Tedde. Like the 'To See Ourselves' series which preceded it in this same Thursday slot, this week's program drew an audience (2 per cent) that was too small to provide a reliable indication of the extent to which the program was enjoyed by those who watched it.
- Making its final appearance in the Wednesday 8:30-9:00 pm slot, the British comedy series NO, THAT'S ME OVER HERE this week drew a 10 per cent audience - about the same size of audience that the series has been attracting during the past month or so and some 2-3 percentage points bigger than audiences it had in the first few weeks of the season. With a moderately favourable index of 72, this final edition was somewhat more favourably received than most programs in the series - average index of enjoyment, 65.

- . In the usual 'Cannon' slot at 8:30-9:30 pm on Monday, the network this week carried a DANNY THOMAS SPECIAL titled 'City Vs Country'. Hosted by the veteran entertainer, the program took the form of an hour-long comedy debate on the virtues of city as opposed to rural life with guest singers Tennessee Ernie Ford and Anne Murray opting for the country, Thomas and singer Florence Henderson backing urban life. The audience was 33 per cent - about one-third as big again as the usual audience to the pre-empted 'Cannon' and representing some 4 million adult and teenage viewers. This size of audience ranks the Thomas special, along with 'Carol Burnett', 'Hockey', 'Flip Wilson' and 'The Wonderful World Of Disney', as one of the top audience attractions of the week. Audience reaction to the program was also highly favourable. Though specially enjoyed by viewers in the over-50 age group (index 90), it was also well received by younger members of the audience and the resultant index for the audience as a whole was a high 84.
- . At 7:30-8:30 pm on Sunday, the regular CTV 'Mod Squad' was this week displaced by another in the irregularly scheduled series of THE UNDERSEA WORLD OF JACQUES COUSTEAU specials. This one, 'Octopus, Octopus', drew an audience slightly bigger than the usual audience to the pre-empted program - 15 per cent as against 'Mod Squad's' average 12-13 per cent - and, like virtually all 'Cousteau' specials, was very much enjoyed by those who watched it. In fact, at 91, the index of enjoyment for Sunday's 'Cousteau' was the biggest index recorded for any network broadcast - CBC or CTV - this week. Within the common CBC-CTV coverage area, where 'Cousteau' ran directly opposite the CBC's 'Jimmy Stewart' and 'Flip Wilson' programs, the CTV special outdrew the former by a marginal 6:5 but was heavily outrated (audience ratio 5:3) by 'Flip Wilson'.
- . This week (Wednesday 4:30-5:00 pm) marked the last showing of the repeat TOMMY TOMPKINS outdoor-wildlife series. Throughout its 13-week run on the network this season, the series has drawn weekly audiences of 2-4 per cent representing some 300-450 thousand adult and teenage viewers - an audience that on most occasions involved too few panel members to permit calculation of an index of audience enjoyment. On the whole, however, the repeat

series - like virtually all previous outdoor-wildlife programs of this type - has been much enjoyed by those who watched it - average index for the series as a whole, a high 87.

(In addition to the special report noted above on the 'Juliette' special, reports have also been distributed this week on audience reactions to individual items in this week's 'Irish Rovers', 'Countrytime' and 'Singalong Jubilee'.)

CBC Research

Ottawa



# A CBC RESEARCH REPORT

TV/72/4

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 24-30, 1971

### THIS WEEK

The many special programs this Christmas week included the music-documentary 'Orchestral Passage' and, on Christmas Day, two broadcasts of the 'Queen's Christmas Message', 'A Time For Music', a repeat of 'A Time For Giving', 'Helicopter Holy Land: In the Beginning' and 'Centennial Christmas'. The Christmas Day schedule also included three short films - 'Blue Peter Royal Safari', 'Flight In White' and '20th Southern 500' - for which no audience information is available. The week also saw the network debut of 'One Northern Summer' and the British 'New At The Top' drama series.

Regular CBC programs pre-empted throughout the country were: 'CBC Championship Curling', 'Update', 'Replay', 'Let's Call The Whole Thing Off', 'Provincial Affairs', 'Nation's Business', 'The Nature Of Things' and one edition of 'Viewpoint'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 24-30, 1971

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| CAROL BURNETT                                   | Tue. 8:30- 9:30           | 34                  | 79                    |
| FLIP WILSON                                     | Sun. 8:00- 9:00           | 29                  | 78                    |
| HOCKEY NIGHT IN CANADA                          | Sat. 8:00-10:29           | 28                  | 81                    |
| CANNON  | Mon. 8:30- 9:30           | 25                  | 79                    |
| THE PARTRIDGE FAMILY                            | Mon. 8:00- 8:30           | 25                  | 79                    |
| MARY TYLER MOORE                                | Tue. 8:00- 8:30           | 24                  | 78                    |
| TOMMY HUNTER                                    | Fri. 9:00-10:00           | 22                  | 84                    |
| * THE WONDERFUL WORLD OF DISNEY (Repeat)        | Sun. 3:00- 4:00           | 21                  | 81                    |
| FRONT PAGE CHALLENGE                            | Mon. 9:30-10:00           | 21                  | 82                    |
| ROWAN AND MARTIN                                | Fri. 8:00- 9:00           | 21                  | 71                    |
| O'HARA, UNITED STATES TREASURY (Repeat)         | Thu. 8:00- 9:00           | 20                  | 80                    |
| ELIZABETH R (Episode 4)                         | Sun. 9:00-10:30           | 19                  | 78                    |
| * THE ROVERS                                    | Sun. 7:00- 7:30           | 15                  | 72                    |
| + JIMMY STEWART                                 | Sun. 7:30- 8:00           | 15                  | 76                    |
| * QUEEN'S CHRISTMAS MESSAGE                     | Sat. 10:00-10:30 am       | 14                  | 85                    |
| CBC NATIONAL NEWS                               | S-S 11:00-11:21           | 13                  | 81                    |
| COUNTRYTIME                                     | Sat. 10:30-11:00          | 13                  | 79                    |
| EDGE OF NIGHT                                   | M-F 3:30- 4:00            | 12                  | 85                    |
| FOOTBALL - NFL (San Francisco at<br>Washington) | Sun. 4:00- 6:46           | 11                  | 78                    |
| FOOTBALL - NFL (Dallas at Minnesota)            | Sat. 1:00- 3:31           | 10                  | 79                    |
| TELESCOPE ('The Huggett Family Players')        | Tue. 9:30-10:00           | 9                   | 65                    |
| THIS LAND                                       | Wed. 8:00- 8:30           | 9                   | 85                    |
| MAN AT THE TOP                                  | Wed. 8:30- 9:30           | 7                   | 46                    |
| MAN ALIVE                                       | Mon. 10:00-11:00          | 7                   | 76                    |
| TUESDAY NIGHT ('1971 Review')                   | Tue. 10:00-11:00          | 7                   | 73                    |
| 'ORCHESTRAL PASSAGE'                            | Wed. 9:30-10:30           | 7                   | 59                    |
| CBC WEEKEND                                     | Sun. 10:30-11:00          | 6                   | 70                    |
| TOMMY BANKS                                     | Wed. 10:30-11:00          | 6                   | 55                    |
| PAUL BERNARD, PSYCHIATRIST                      | M-F 4:00- 4:30            | 4                   | 48                    |
| TAKE THIRTY                                     | M-F 3:00- 3:30            | 4                   | 76                    |
| * COUNTRY CANADA                                | Sun. 1:30- 2:00           | 3                   | \$                    |
| * MUSIC TO SEE                                  | Sun. 2:00- 2:30           | 2                   | \$                    |
| ONE NORTHERN SUMMER                             | Wed. 4:30- 5:00           | 1                   | \$                    |
| SPORTS WEEK                                     | Sun. 6:47- 7:00           | 1                   | \$                    |

\* Re-scheduled in some areas.

+ Pre-empted in the Maritimes.

\$ Sample too small for reliable reporting of enjoyment level.

those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worth-while', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

#### PROGRAM NOTES

- Titled 'Horrible Conspiracies', this week's fourth program of the ELIZABETH R drama series (Sunday 9:00-10:30 pm) dealt with events leading to the execution of Mary Queen of Scots. With an index of 78, it was about as well received as each of the first three episodes (indices 79, 81 and 80 respectively).

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 24-30, 1971

| PROGRAM  | DAY/TIME<br>(Eastern, GMT) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|----------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                                |                            |                     |                       |
| THE IRISH ROVERS MUSIC HALL                                      | Mon. 7:30- 8:00            | 11                  | 7                     |
| QUEEN'S CHRISTMAS MESSAGE (Repeat)                               | Sat. 11:14-11:26           | 8                   | 82                    |
| IN THE MOOD  | Thu. 9:00- 9:30            | 6                   | 84                    |
| * HYMN SING  | Sun. 2:30- 3:00            | 6                   | 88                    |
| PROGRAM X ('Myra')   | Thu. 9:30-10:00            | 4                   | 85                    |
| MIDWEEK  | Thu. 10:00-11:00           | 4                   | 86                    |
| * 'HELICOPTER HOLY LAND: IN THE BEGINNING'                       | Sat. 6:06- 7:00            | 4                   | 81                    |
| * 'A TIME FOR MUSIC  | Sat. 10:30-11:00am         | 3                   | 83                    |
| FAMILY COURT   | M-F 1:30- 2:00             | 3                   | 79                    |
| THE GALLOPING GOURMET  | M-F 2:00- 2:30             | 3                   | 73                    |
| * 'CENTENNIAL CHRISTMAS'   | Sat. 7:00- 7:30            | 2                   | \$                    |
| * 'A TIME FOR GIVING' (Repeat)                                   | Sat. 4:00- 5:00            | 2                   | \$                    |
| VIEWPOINT  | M-Th 11:22-11:29           | 2                   | \$                    |
| * ANALOG   | Sun. 1:00- 1:30            | 1                   | \$                    |
| <u>CBC METRONET</u>  |                            |                     |                       |
| * THE WONDERFUL WORLD OF DISNEY (Repeat)                         | Sun. 3:00- 4:00            | 11                  | 80                    |
| GET SMART  | M-F 5:30- 6:00             | 10                  | 79                    |
| GETTING TOGETHER   | Thu. 7:30- 8:00            | 7                   | 74                    |
| SINGALONG JUBILEE (Repeat)                                       | Wed. 7:30- 8:00            | 5                   | 74                    |
| DICK VAN DYKE (Repeat)   | Fri. 7:30- 8:00            | 5                   | 81                    |
| WORLD TV SHOWCASE ('Once Upon A Winter's Eve')                   | Fri. 10:00-11:00           | 3                   | \$                    |
| <u>CTV PROGRAM</u>   |                            |                     |                       |
| HOCKEY   | Wed. 8:00-10:28            | 26                  | 79                    |
| DEAN MARTIN  | Thu. 8:30- 9:30            | 20                  | 77                    |
| IRONSIDE   | Mon. 10:00-11:00           | 16                  | 80                    |
| + LONGSTREET   | Thu. 7:30- 8:30            | 13                  | 79                    |
| MEDICAL CENTER   | Mon. 7:30- 8:30            | 12                  | 85                    |
| MARCUS WELBY, M.D. (Repeat)                                      | Tue. 8:00- 9:00            | 12                  | 83                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00            | 11                  | 72                    |
| IAN TYSON  | Tue. 9:30-10:00            | 10                  | 75                    |
| NICHOLS  | Mon. 8:30- 9:30            | 10                  | 77                    |
| HERE COME THE SEVENTIES (Repeat)                                 | Thu. 9:30-10:00            | 9                   | 74                    |
| + MANNIX   | Sun. 10:00-11:00           | 9                   | 83                    |
| MOD SQUAD (Repeat)   | Sun. 7:30- 8:30            | 8                   | 86                    |
| + DORIS DAY  | Mon. 7:00- 7:30            | 7                   | 70                    |
| FRIDAY NIGHT MOVIE ('What's So Bad About Feeling Good') (Repeat) | Fri. 8:00-10:00            | 7                   | 72                    |
| ROOM 222 (Repeat)  | Fri. 7:00- 7:30            | 7                   | 78                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00             | 7                   | 80                    |
| THE PARTNERS   | Fri. 7:30- 8:00            | 7                   | 79                    |
| CTV NATIONAL NEWS  | S-S 11:00-11:18            | 7                   | 80                    |
| + ACADEMY PERFORMANCE ('The Perils Of Pauline')                  | Sat. 8:00-10:00            | 6                   | 83                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30            | 6                   | 84                    |
| SPORTS BEAT '72  | Wed. 10:30-11:00           | 5                   | 76                    |
| LIONEL HAMPTON SPECIAL   | Thu. 10:00-11:00           | 5                   | 76                    |
| ANOTHER WORLD  | M-F 3:00- 3:30             | 5                   | 83                    |
| ROLLIN' ON THE RIVER (Repeat)                                    | Sat. 7:00- 8:00            | 5                   | 75                    |
| SHIRLEY'S WORLD  | Sun. 8:30- 9:00            | 4                   | 72                    |
| MAN TRAP   | M-F 2:30- 3:00             | 3                   | 77                    |
| WIDE WORLD OF SPORTS   | Sat. 4:30- 6:00            | 3                   | \$                    |
| STORY THEATRE  | Sun. 7:00- 7:30            | 3                   | \$                    |
| 'A GIFT OF MUSIC'  | Fri. 10:00-11:00           | 3                   | \$                    |
| W5   | Sun. 9:00-10:00            | 2                   | \$                    |

\* Re-scheduled in some areas.

+ Not carried ( on this day and at this time ) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.



There was, however, a significant decline in viewing of 'Elizabeth R' this Christmas week. At 19 per cent, the audience to this fourth episode was some 4-8 percentage points smaller than audiences to previous programs in the series. In perspective, however, it should be noted that most other regular programs shown this particular Sunday (Boxing Day) also lost some audience.

- . One of these was CBC WEEKEND which immediately followed 'Elizabeth R' at 10:30-11:00 pm. This drew a 6 per cent audience as against the series' usual 8-9 per cent. On this occasion, the entire half-hour program was devoted to a conversation between Charles Wasserman and Prime Minister Indira Gandhi of India. The index of 70 for the broadcast was some 3 points below this season's average index of enjoyment for the series.
- . In its second hour-long program of the season, MAN ALIVE (Monday 10:00-11:00 pm) this week looked at some of the work being done by Dr. Jean Vanier among the mentally retarded. In particular it focused on a Vanier-led pilgrimage to Lourdes. With the great majority of those who watched the program rating it as worthwhile viewing, and a substantial minority reporting that the program had given them a much better insight into the problems of retarded people, the broadcast rated a relatively high audience enjoyment index of 76. This is the same level of enjoyment attained by last week's 'Man Alive' program on 'Hymn Sing', and is much above the average index of 65 for the 'Man Alive' series as a whole. At 7 per cent, the size of this week's audience was also unchanged from the week before but several percentage points bigger than the audience to most other half-hour 'Man Alive' broadcasts this season.
- . Hosted by former CBC Moscow correspondent Ab Douglas, the TUESDAY NIGHT series (10:00-11:00 pm) this week presented its annual review of the major news events of the past year. Also contributing were CBC correspondents Joe Schlesinger, David Halton, Tom Earle, Colin Godbold, Don McNeill and Ron Collister. As a whole, the broadcast was moderately well received with an index of 73 - about the same level of enjoyment attained by the series' 1970 news review program and also about average for 'Tuesday Night' this season.

PERMISSION OF CBC FULL TO BROADCAST AND CTV  
 CTV PROGRAMS, OTHER THAN CBC/CTV OWNED, ARE

|             | TIME        | PROGRAM                                    | IN CBC/CTV<br>COUNCIL AREAS | VIEWING<br>IN CBC/CTV<br>COUNCIL AREAS | CTV PROGRAM   |
|-------------|-------------|--|-----------------------------|--|---|
| FRI<br>24TH | 7:00- 7:30  | Local Programming                          |                             | 8                                      | ROOM 222 (Repeat)   |
|             | 7:30- 8:00  | Not Complete Network                       |                             | 8                                      | THE PARTNERS  |
|             | 8:00- 8:30  | ROMAN AND MARTIN                           | 1                           |  | FRIDAY NIGHT MOVIE<br>(What's So Bad About<br>Feeling Good') (Repeat) |
|             | 8:30- 9:00  |  |                             |  |   |
|             | 9:00- 9:30  | TOMMY HUNTER                               | 19                          |  |   |
|             | 9:30-10:00  |  |                             |  |   |
|             | 10:00-10:30 | Not Complete Network                       |                             | 3                                      | 'A GIFT OF MUSIC'   |
| SUN<br>26TH | 10:30-11:00 |  |                             |  |   |
|             | 7:00- 7:30  | * THE ROVERS                               | 13                          | 3                                      | STORY THEATRE   |
|             | 7:30- 8:00  | ‡ JIMMY STEWART                            | 12                          |  |   |
|             | 8:00- 8:30  | FLIP WILSON                                | 27                          | 10                                     | MOD SQUAD (Repeat)  |
|             | 8:30- 9:00  |  |                             | 4                                      | SHIRLEY'S WORLD   |
|             | 9:00- 9:30  |  |                             |  |   |
|             | 9:30-10:00  | ELIZABETH R                                | 18                          | 2                                      | WS  |
| MON<br>27TH | 10:00-10:30 |  |                             | 10                                     | + MANNIX  |
|             | 10:30-11:00 | CBC WEEKEND                                | 6                           |  |   |
|             | 7:00- 7:30  | Local Programming                          |                             | 8                                      | + DORIS DAY   |
|             | 7:30- 8:00  | Not Complete Network                       |                             | 14                                     | MEDICAL CENTER  |
|             | 8:00- 8:30  | THE PARTRIDGE FAMILY                       | 22                          |  |   |
|             | 8:30- 9:00  | CANNON                                     | 22                          | 11                                     | NICHOLS   |
|             | 9:00- 9:30  |  |                             |  |   |
| TUE<br>28TH | 9:30-10:00  | FRONT PAGE CHALLENGE                       | 19                          | 12                                     | PIG 'N' WHISTLE   |
|             | 10:00-10:30 | MAN ALIVE                                  | 6                           | 19                                     | IRONSIDE  |
|             | 10:30-11:00 |  |                             |  |   |
|             | 7:00- 7:30  | Local Programming                          |                             |  | Not Complete Network  |
|             | 7:30- 8:00  |  |                             |  |   |
|             | 8:00- 8:30  | MARY TYLER MOORE                           | 21                          | 13                                     | MARCUS WELBY, M.D. (Repeat)   |
|             | 8:30- 9:00  | CAROL BURNETT                              | 33                          |  |   |
| THU<br>30TH | 9:00- 9:30  |  |                             |  | Not Complete Network  |
|             | 9:30-10:00  | TELESCOPE                                  | 9                           | 11                                     | IAN TYSON   |
|             | 10:00-10:30 | TUESDAY NIGHT ('1971 Review')              | 7                           | #                                      | 'A CONVERSATION WITH THE<br>PRIME MINISTER'                           |
|             | 10:30-11:00 |  |                             |  |   |
|             | 7:00- 7:30  | Local Programming                          |                             |  | Not Complete Network  |
|             | 7:30- 8:00  | Not Complete Network                       |                             |  |   |
|             | 8:00- 8:30  | O'HARA, UNITED STATES TREASURY<br>(Repeat) | 15                          | 15                                     | + LONGSTREET  |
| S-S         | 8:30- 9:00  |  |                             | 22                                     | DEAN MARTIN   |
|             | 9:00- 9:30  |  |                             | 10                                     | HERE COME THE SEVENTIES(Repeat)                                       |
|             | 9:30-10:00  | Not Complete Network                       |                             |  |   |
|             | 10:00-10:30 |  |                             |  | LIONEL HAMPTON SPECIAL  |
|             | 10:30-11:00 |  |                             |  |   |
| S-S         | 11:00-11:20 | CBC NEWS                                   | 12                          | 8                                      | CTV NEWS  |

\* Re-scheduled in some areas.

‡ Pre-empted in the Maritimes.

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available.

NOTE: 'Live' (i.e., non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

At 7 per cent the audience was also about normal for the current series but only about half as big as the 15 per cent audience to last season's 'Tuesday Night' (10:00-11:00 pm) year-end news review.

- At 8:00-8:30 pm on Wednesday, a slightly bigger-than-usual audience of 9 per cent watched a THIS LAND program which profiled mountaineer Edward Feutz and examined the formation and barrier effects of the Rocky Mountains. With more than two-thirds of those who watched the program rating it as one they had enjoyed "very much", the index of enjoyment for the audience as a whole was a specially high 85. This ranks it as one of the two or three most enjoyed programs of this season's 'This Land' series (average index 78).
- At 8:30-9:30 pm on Wednesday, the British drama series MAN AT THE TOP got off to a rather shaky start with an audience enjoyment index of only 46 for the first episode. Nor was the 7 per cent audience to this opening program quite as big as recent audiences to the just-completed British comedy series, 'No, That's Me Over Here', which ran in the 8:30-9:00 pm Wednesday slot.
- This week's program in the Wednesday 9:30-10:30 pm slot was ORCHESTRAL PASSAGE, the first in a series of Wednesday night music specials. This one, a musical tour along the coast of British Columbia, featured the CBC Vancouver Chamber Orchestra in a series of works ranging from Haydn and Grieg to Murray Adaskin. The audience was 7 per cent, the index of enjoyment 59.
- In its second week in the Wednesday 10:30-11:00 pm slot, the TOMMY BANKS SHOW this week featured actor Leslie Nielsen as guest. With a 6 per cent audience, the program rated an enjoyment index of 55 - about the same level of both viewing and enjoyment that was attained by last week's opening program.
- On Tuesday at 9:30-10:00 pm, the subject of this week's TELESCOPE was 'The Huggett Family Players', a Canadian family of professional musicians presently living in Wales. Although the majority of those who watched the program enjoyed it to some degree, only a minority of viewers gave it the maximum rating on the enjoyment scale and the resultant index of 65 for the audience as a whole was slightly below average for the 'Telescope' series this season. The size of the audience, virtually unchanged from recent weeks, was 9 per cent.

With indices of enjoyment for each of its five programs falling within the narrow 73-79 range, TAKE THIRTY (weekdays 3:00-3:30 pm) this week rated an average index of 76 - about normal for the series this season. The content: on Friday several guests recalled their childhood Christmases; on Monday and Tuesday, a two-part interview with author Margaret Powell; on Wednesday the first of several programs on exotic pets; and on Thursday a profile of the late Gerald S. Doyle of Newfoundland. The average day audience to 'Take Thirty' this Christmas week was 4 per cent, the cumulative audience over the five-day period, 9 per cent.

- . Broadcast in its usual Monday 7:30-8:00 pm slot on the metronet and some CBC affiliated stations, THE IRISH ROVERS this week presented another 'Music Hall' special. Like the three earlier 'Music Hall' programs, this one featured program host Jimmy Kennedy with singers Susan Francis, Pat Morgan, and the 'Four in A Bar' quartet, and excluded the 'Rovers' themselves. Special guest on this occasion (as on the November 22 show) was Stanley Holloway. In line with audience reactions to previous 'Music Hall' specials, this one, though much enjoyed by the majority of those who watched it (enjoyment index 76), was not as widely acclaimed as programs in the regular series have been throughout the season (average index or enjoyment 84, range 61-86). At 15 per cent, this week's audience was just slightly above the 13-14 per cent audience level of previous 'Music Hall' specials, and just slightly below the 16 per cent audience level of regular 'Irish Rovers' shows. (Information on audience reactions to individual items on this week's 'Music Hall' has been separately reported.)
- . Making its final appearance in the Thursday 9:00-9:30 pm slot on the metronet and some affiliated stations, IN THE MOOD this week featured the music of Guy Lombardo and his Royal Canadians. Both the size of the audience and the level of audience enjoyment were above average for the series, the audience of 6 per cent comparing with an average 4 per cent for all previous 'In The Mood' programs and the enjoyment index of 84 being much above the average index of 71 for the series as a whole. While individual indices of audience enjoyment are not available for all 'In The Mood' programs (too few respondents being involved in some cases), the general indications are that the series has had a somewhat better reception from those who have watched it these past five weeks (i.e. since the beginning of December) than it had earlier in the season. (Next week the U.S. comedy series 'All In The Family' debuts in the Thursday 9:00-9:30 pm



slot and 'In The Mood' moves to 7:30-8:00 pm the same evening.)

- On Thursday at 9:30-10:00 pm, on the metronet and some affiliated stations, this week's PROGRAM X, the second in the current series, was a TV adaptation of a comedy drama by David Duncan entitled 'Myra'. The audience was 4 per cent, the index of enjoyment 55, the latter being about average for CBC-produced dramas presented on the network this season.

Finally, the special Christmas Day (Saturday) programs. Shown on varying numbers of CBC stations, only some of these obtained audiences large enough to provide reliable estimates of the extent of viewer enjoyment.

- Leading off the CBC's Christmas Day network programming was the annual QUEEN'S CHRISTMAS MESSAGE - in its usual 10:00-10:30 am slot in all but the Atlantic and Pacific regions where it began at 11:00 and 9:00 am respectively. The broadcast drew a somewhat bigger audience this year than last - 14 per cent as against the 1970 audience of 10 per cent. As on past occasions, the broadcast was much enjoyed by those who watched it, the index (both this year and last) being a high 84-85.
- Following this, at 10:30-11:00 am (at 11:30 am AST and 9:30 am PST) on the metronet and some CBC affiliated stations came A TIME FOR MUSIC - a program of Newfoundland Carols originating from a 180-year-old country church near St. John's. This drew a 3 per cent audience and rated an enjoyment index of 83.
- Then at 4:00-5:00 pm EST (but various other times across the network) the metronet and some affiliates had a repeat showing of last year's A TIME FOR GIVING, a look at Christmas through the eyes of a young child. Again this year the broadcast drew an audience (2 per cent) that was too small to give any indication of viewer enjoyment.
- Then, following the early evening news (from 6:06-7:00 pm) in most areas, but at various other times in British Columbia, Alberta and the Atlantic provinces, the metronet and some affiliates carried HELICOPTER HOLY LAND: IN THE BEGINNING - a program providing an aerial view of the

scenes of various biblical events. Watched by a 4 per cent audience, the broadcast was very well received with an index of 81.

- . Immediately following this, at 7:00-7:30 pm in Quebec and Ontario (but at various other times in the Western and Atlantic Provinces), the metronet and some affiliated stations presented CENTENNIAL CHRISTMAS - a program of Christmas music, dancing and prayer marking the 1971 B.C. Centennial. At 2 per cent the audience to the program was too small to measure viewer reaction.
- . Later (beginning at 8:00 pm eastern time) the network reverted to its regular Saturday night programming. Broadcast from 8:00-10:29 pm EST, a HOCKEY NIGHT IN CANADA game between Detroit and Toronto drew an audience of 28 per cent as against the usual Saturday hockey audience of about 36 per cent. Characteristically, however, those who watched this Christmas Day game much enjoyed it and the resultant index for the broadcast was a high 81.
- . Likewise COUNTRYTIME, which followed Hockey at 10:30-11:00 pm EST, had a somewhat smaller-than-usual (13 per cent) audience but was as much enjoyed as ever. With Orval Prophet and the 'Hames Sisters' as guests, the broadcast rated an index of enjoyment of 79.

CBC Research  
Ottawa

# A CBC RESEARCH REPORT

TV/72/5

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 31-JANUARY 6, 1972

### THIS WEEK

Special network programming this week included coverage of the 'New Year's Day Addresses' by the Governor General and Prime Minister, a New Year's Eve variety show featuring Guy Lombardo, 'An English Concert', and the following sports broadcasts - live coverage of the NFL Championship game between Dallas and San Francisco, coverage of California's annual 'Rose Bowl Game' and 'Tournament of Roses Parade', and 'Sports '71' highlighting major sporting events of the past year. The week also marked the network debut of 'All In The Family' and saw the return of 'Audubon Wildlife Theatre'.

Pre-empted throughout the country were the regular Saturday afternoon and early evening programs, plus 'Provincial Affairs', 'Nation's Business' and one edition of 'Viewpoint'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 31, 1971-JANUARY 6, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| HOCKEY NIGHT IN CANADA                                     | Sat. 8:00-10:29           | 37                  | 84                    |
| CAROL BURNETT  | Tue. 8:30- 9:30           | 35                  | 75                    |
| FLIP WILSON  | Sun. 8:00- 9:00           | 34                  | 72                    |
| THE WONDERFUL WORLD OF DISNEY (Repeat)                     | Sun. 6:00- 7:00           | 31                  | 87                    |
| TOURNAMENT OF ROSES PARADE                                 | Sat. 11:30- 1:44          | 31                  | 89                    |
| CANNON   | Mon. 8:30- 9:30           | 30                  | 82                    |
| THE PARTRIDGE FAMILY                                       | Mon. 8:00- 8:30           | 28                  | 79                    |
| MARY TYLER MOORE   | Tue. 8:00- 8:30           | 24                  | 77                    |
| ELIZABETH R (Episode 5)                                    | Sun. 9:00-10:30           | 24                  | 76                    |
| FRONT PAGE CHALLENGE (Repeat)                              | Mon. 9:30-10:00           | 23                  | 77                    |
| O'HARA, UNITED STATES TREASURY                             | Thu. 8:00- 9:00           | 23                  | 82                    |
| ROWAN AND MARTIN   | Fri. 8:00- 9:00           | 22                  | 68                    |
| ROSE BOWL GAME   | Sat. 4:45- 7:51           | 22                  | 79                    |
| JIMMY STEWART  | Sun. 7:30- 8:00           | 21                  | 73                    |
| THE ROVERS   | Sun. 7:00- 7:30           | 20                  | 71                    |
| COUNTRYTIME  | Sat. 10:30-11:00          | 20                  | 81                    |
| TOMMY HUNTER   | Fri. 9:00-10:00           | 18                  | 82                    |
| THE NATURE OF THINGS (Harp Seal)                           | Mon. 10:00-10:30          | 15                  | 88                    |
| CBC NATIONAL NEWS  | S-S 11:00-11:21           | 14                  | 81                    |
| EDGE OF NIGHT  | M-F 3:30- 4:00            | 13                  | 83                    |
| FOOTBALL - NFL (San Francisco at Dallas)                   | Sun. 1:30- 4:14           | 12                  | 78                    |
| TELESCOPE (Profile of professor David Suzuki)              | Tue. 9:30-10:00           | 12                  | 60                    |
| THIS LAND  | Wed. 8:00- 8:30           | 9                   | 74                    |
| MAN AT THE TOP   | Wed. 8:30- 9:30           | 9                   | 63                    |
| CBC WEEKEND  | Sun. 10:30-11:00          | 8                   | 73                    |
| NEW YEAR'S DAY ADDRESSES (Governor General-Prime Minister) | Sat. 4:15- 4:30           | 8                   | 73                    |
| TOMMY BANKS  | Wed. 10:30-11:00          | 8                   | 63                    |
| 'AN ENGLISH CONCERT'                                       | Wed. 9:30-10:30           | 8                   | 53                    |
| * AUDUBON WILDLIFE THEATRE                                 | Sun. 5:00- 5:30           | 7                   | 87                    |
| MAN ALIVE  | Mon. 10:30-11:00          | 6                   | 61                    |
| TUESDAY NIGHT ('Three Men')                                | Tue. 10:00-11:00          | 6                   | 75                    |
| PAUL BERNARD, PSYCHIATRIST                                 | M-F 4:00- 4:30            | 4                   | 45                    |
| TAKE THIRTY  | M-F 3:00- 3:30            | 4                   | 76                    |
| COUNTRY CANADA   | Sun. 4:30- 5:00           | 3                   | \$                    |
| ONE NORTHERN SUMMER  | Wed. 4:30- 5:00           | 2                   | \$                    |
| SPORTS WEEK  | Sun. 4:15- 4:25           | 2                   | \$                    |

\* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.



those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

#### PROGRAM NOTES

- . The size of the audience to this week's penultimate program of the six-part ELIZABETH R drama series (Sunday 9:00-10:30 pm) was 24 per cent - about equal in size to the average audience for the first three episodes and significantly bigger than the 19 per cent audience attracted to the fourth episode last Sunday, the day after Christmas when most other regular series also

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 31, 1971-JANUARY 6, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                      |                           |                     |                       |
| THE IRISH ROVERS                                       | Mon. 7:30- 8:00           | 18                  | 84                    |
| NEW YEAR'S EVE WITH GUY LOMBARDO                       | Fri. 11:30- 1:06am        | 18                  | 77                    |
| HYMN SING  | Sun. 5:30- 6:00           | 11                  | 82                    |
| * SPORTS REVIEW '71                                    | Sat. 2:00- 4:00           | 7                   | 79                    |
| PROGRAM X ('Happy Ending')                             | Thu. 9:30-10:00           | 6                   | 41                    |
| IN THE MOOD  | Thu. 7:30- 8:00           | 5                   | 56                    |
| MIDWEEK  | Thu. 10:00-11:00          | 4                   | 74                    |
| FAMILY COURT   | M-F 1:30- 2:00            | 3                   | 84                    |
| THE GALLOPING GOURMET                                  | M-F 2:00- 2:30            | 3                   | 72                    |
| * ANALOG   | Sun. 1:00- 1:30           | 2                   | \$                    |
| VIEWPOINT  | M-Th 11:22-11:29          | 2                   | \$                    |
| <u>CBC METRONET</u>                                    |                           |                     |                       |
| ALL IN THE FAMILY                                      | Thu. 9:00- 9:30           | 18                  | 88                    |
| THE WONDERFUL WORLD OF DISNEY (Repeat)                 | Sun. 6:00- 7:00           | 17                  | 86                    |
| GET SMART  | M-F 5:30- 6:00            | 11                  | 78                    |
| SINGALONG JUBILEE                                      | Wed. 7:30- 8:00           | 7                   | 72                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 5                   | 74                    |
| WORLD TV SHOWCASE ('The Benny Hill Show')              | Fri. 10:00-11:00          | 3                   | \$                    |
| <u>CTV PROGRAMS</u>                                    |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:30           | 31                  | 85                    |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 18                  | 73                    |
| MARCUS WELBY, M.D.                                     | Tue. 8:00- 9:00           | 16                  | 86                    |
| IRONSIDE   | Mon. 10:00-11:00          | 16                  | 82                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 15                  | 78                    |
| MEDICAL CENTER   | Mon. 7:30- 8:30           | 13                  | 84                    |
| + LONGSTREET   | Thu. 7:30- 8:30           | 13                  | 81                    |
| + MANNIX   | Sun. 10:00-11:00          | 13                  | 83                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 12                  | 80                    |
| IAN TYSON  | Tue. 9:30-10:00           | 11                  | 71                    |
| + DORIS DAY  | Mon. 7:00- 7:30           | 11                  | 75                    |
| THE F.B.I.   | Fri. 10:00-11:00          | 10                  | 83                    |
| PIG 'N' WHISTLE (Repeat)                               | Mon. 9:30-10:00           | 10                  | 69                    |
| + THE BOLD ONES  | Thu. 10:00-11:00          | 10                  | 82                    |
| FRIDAY NIGHT MOVIE ('Our Man Flint')<br>(Repeat)       | Fri. 8:00-10:00           | 10                  | 72                    |
| NICHOLS  | Mon. 8:30- 9:30           | 9                   | 77                    |
| HERE COME THE SEVENTIES                                | Thu. 9:30-10:00           | 8                   | 73                    |
| ROOM 222   | Fri. 7:00- 7:30           | 8                   | 77                    |
| THE PARTNERS   | Fri. 7:30- 8:00           | 8                   | 77                    |
| + ACADEMY PERFORMANCE ('Sunset Boulevard')<br>(Repeat) | Sat. 8:00-10:00           | 8                   | 66                    |
| ROLLIN' ON THE RIVER                                   | Sat. 7:00- 8:00           | 8                   | 67                    |
| CTV NATIONAL NEWS                                      | S-S 11:00-11:18           | 7                   | 81                    |
| ANYTHING YOU CAN DO                                    | M-F 3:30- 4:00            | 7                   | 82                    |
| UNTAMED WORLD (Repeat)                                 | Sun. 5:00- 5:30           | 7                   | 78                    |
| ANOTHER WORLD  | M-Th 3:00- 3:30           | 6                   | 80                    |
| SHIRLEY'S WORLD  | Sun. 8:30- 9:00           | 5                   | 74                    |
| WIDE WORLD OF SPORTS                                   | Sat. 4:30- 6:00           | 4                   | 78                    |
| MAN TRAP   | M-F 2:30- 3:00            | 3                   | 70                    |
| STORY THEATRE (Repeat)                                 | Sun. 7:00- 7:30           | 3                   | 59                    |
| * + SPORTS BEAT '72                                    | Wed. 10:30-11:00          | 3                   | 76                    |

\* Re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\* Joined in progress at 10:55 pm in Montreal.

\$ Sample too small for reliable reporting of enjoyment level.

experienced some loss of audience. Maintaining about the same high level of enjoyment as was attained by each of the four earlier dramas, this week's 'Enterprise of England' rated an audience enjoyment index of 76.

- . Equalling both the viewing and enjoyment norms for the series as a whole, this week's edition of CBC WEEKEND (Sunday 10:30-11:00 pm) drew an 8 per cent audience and had an enjoyment index of 73. The content: interviews with International Ice Hockey Federation president Bunny Ahearne and Canadian Ice Hockey Association president Gordon Jukes; a report on the 'Help Unsell The War' advertising campaign; and comment by CBC correspondents Don McNeill and Joe Schlesinger on renewed U.S. bombings of Vietnam.
- . At 9:30-10:00 pm Monday, FRONT PAGE CHALLENGE (for the second time since mid-November) carried a repeat of a program shown earlier in the season. As was the case on the first such occasion, this week's repeat broadcast (of the November 1 program with RCMP Commissioner Higgitt and former NHL star Gordie Howe as guest challengers) drew an audience equally as big as the audiences to most original 'Challenge' programs this season. Indeed, the 23 per cent audience to Monday's program was if anything, a point or two bigger than both the November 1 audience to this particular program and the average 'FPC' audience this season. What is significant (but perhaps not surprising considering the nature of the program) is the difference in the level of audience enjoyment of this Higgitt-Howe program on its first and second airings. Though still "very much enjoyed" by the majority of those who watched it, Monday's repeat had an index of only 77 as against one of 82 for both the November 1 showing and also the current 'Front Page Challenge' series as a whole. And, it is highly possible that more frequent 'Front Page' repeats might affect not only audience enjoyment but, ultimately, viewing of the series.
- . At 10:00-10:30 pm on Monday, one of the biggest NATURE OF THINGS audiences of the season was attracted to this week's program on the harp seal. At 15 per cent, the audience was about equal in size to that attracted to the series' hour-long November 29 program on 'The Living Arctic', and much bigger than the average 9 per cent audience to half-hour 'Nature Of Things' broadcasts this season. Titled 'The Ice Lovers', the program studied the life cycle and behaviour of the seal and looked at the controversial annual

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 31, 1971-JANUARY 6, 1972

| DATE        | TIME<br>(Eastern, pm) | CBC PROGRAM                          | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM   |                          |
|-------------|-----------------------|--------------------------------------|--|---|--------------------------|
| FRI<br>31ST | 7:00- 7:30            | Local Programming                    | 10   | ROOM 222  |                          |
|             | 7:30- 8:00            | Not Complete Network                 | 9  | THE PARTNERS  |                          |
|             | 8:00- 8:30            | HOWAN AND MARTIN                     | 19   | FRIDAY NIGHT MOVIE<br>( <i>'Our Man Flint'</i> ) (Repeat) |                          |
|             | 8:30- 9:00            |                                      |  |   |                          |
|             | 9:00- 9:30            | TOMMY HURTER                         | 14   |   |                          |
|             | 9:30-10:00            |                                      |  |   |                          |
|             | 10:00-10:30           | Not Complete Network                 | 12   | F.B.I.  |                          |
| 10:30-11:00 |                       |                                      |  |   |                          |
| SUN<br>2ND  | 7:00- 7:30            | THE ROVERS                           | 17   | 4   | STORY THEATRE (Repeat)   |
|             | 7:30- 8:00            | JIMMY STEWART                        | 18   | 13  | MOD SQUAD                |
|             | 8:00- 8:30            | FLIP WILSON                          | 31   | 5   | SHIRLEY'S WORLD          |
|             | 8:30- 9:00            | ELIZABETH R                          | 23   | 6   | 'END GAME' (Ecology)     |
|             | 9:00- 9:30            |                                      |  |   |                          |
|             | 9:30-10:00            |                                      |  |   |                          |
|             | 10:00-10:30           |                                      |  | 15  | + MANNIX                 |
| 10:30-11:00 | CBC WEEKEND           | 8                                    |  |   |                          |
| MON<br>3RD  | 7:00- 7:30            | Local Programming                    |  | 12  | + DORIS DAY              |
|             | 7:30- 8:00            | Not Complete Network                 |  | 15  | MEDICAL CENTER           |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY                 | 25   | 11  | NICHOLS                  |
|             | 8:30- 9:00            | CANNON                               | 26   | 11  | PIG 'N' WHISTLE (Repeat) |
|             | 9:00- 9:30            | FRONT PAGE CHALLENGE (Repeat)        | 20   | 18  | IRONSIDE                 |
|             | 10:00-10:30           | THE NATURE OF THINGS                 | 13   |   |                          |
|             | 10:30-11:00           | MAN ALIVE                            | 5  |   |                          |
| TUE<br>4TH  | 7:00- 7:30            | Local Programming                    |  | Not Complete Network                                      |                          |
|             | 7:30- 8:00            |                                      |  | 18  | MARCUS WELBY, M.D.       |
|             | 8:00- 8:30            | MARY TYLER MOORE                     | 22   | Not Complete Network                                      |                          |
|             | 8:30- 9:00            | CAROL BURNETT                        | 32   | 12  | IAN TYSON                |
|             | 9:00- 9:30            | TELESCOPE                            | 10   | 17  | THE PERSUADERS           |
|             | 10:00-10:30           | TUESDAY NIGHT ( <i>'Three Men'</i> ) | 5  |   |                          |
| THU<br>6TH  | 10:30-11:00           |                                      |  | Not Complete Network                                      |                          |
|             | 7:00- 7:30            | Local Programming                    |  | 15  | + LONGSTREET             |
|             | 7:30- 8:00            | Not Complete Network                 |  | 20  | DEAN MARTIN              |
|             | 8:00- 8:30            | O'HARA, UNITED STATES TREASURY       | 19   | 10  | HERE COME THE SEVENTIES  |
|             | 8:30- 9:00            |                                      |  |   |                          |
|             | 9:00- 9:30            | Not Complete Network                 |  | 11  | + THE BOLD ONES          |
|             | 9:30-10:00            |                                      |  |   |                          |
| 10:00-10:30 |                       |                                      |  |   |                          |
| S-S         | 11:00-11:20           | CBC NEWS                             | 13   | 8   | CTV NEWS                 |

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.



seal hunt. The great majority of those who watched the program rated it as a worthwhile and highly informative broadcast with many viewers indicating a particular interest in learning about the 'seal sound communication' research being done by biologists at Ontario's Guelph University. The index of audience enjoyment was 88 - 2 points above the very high enjoyment norm for the series.

- . Subject of this week's MAN ALIVE program (Monday 10:30-11:00 pm) was Papal infallibility. Participating in the discussion with series host Roy Bonisteel were Professor Harry McSorley of Toronto's St. Michael's College, an authority on ecumenical works, and theologian Hans Kung, author of a controversial book on the subject. With a slightly above-average 'Man Alive' audience of 6 per cent, the broadcast rated an audience enjoyment index of 61 - some 5 points below the average index for the series to date.
- . The TUESDAY NIGHT series (10:00-11:00 pm) this week presented an updated version of a 1964 documentary on the 'Three Men' who have occupied the position of Secretary-General of the United Nations - Trygve Lie, Dag Hammarskjold, and U Thant. The documentary looked at the functions of the UN office and at the similarities in qualifications but differences in personalities of the three men themselves. With a 6 per cent audience and an audience enjoyment index of 75, it about equalled the viewing and enjoyment norms of the 'Tuesday Night' series this season.
- . In a program titled 'No Deposit, No Return', THIS LAND (Wednesday 8:00-8:30 pm) this week looked at the ever-mounting piles of garbage and growing need for the recycling of such items as waste paper, non-returnable bottles, old car bodies, etc. Though the index of 74 for the program indicates a fairly favourable audience response, it is still 5 index points below the average index for the 'This Land' series and much lower than indices normally accorded pollution-ecology programs.
- . Maintaining about the same level of viewer enjoyment that the series has had most weeks this season, TAKE THIRTY (weekdays 3:00-3:30 pm) this week rated an average index of 76 for its five programs. Individual daily programs had indices varying only a point or two from this average. The content: on Friday, film clips of various news events of years past; on Monday, a talk with author-academic Robertson Davies; on Tuesday, a report by Agota Gabor on life in Egypt with particular emphasis on the role of

women in Egypt's public life; on Wednesday, part two of a series on exotic pets; and on Thursday, a repeat showing of last summer's conversation with author and University of Alberta English professor Rudy Wiebe. The average day audience to 'Take Thirty' this New Year's week was 4 per cent, the cumulative audience over the five-day period, 9 per cent.

Subject of this week's TELESCOPE program (Tuesday 9:30-10:00 pm) was University of British Columbia geneticist (and CBC television host) Dr. David Suzuki. The 12 per cent audience to the broadcast was one of the biggest for a 'Telescope' program this season, the current average for the series being 9-10 per cent. The index of audience enjoyment of 66 was 2 points below the enjoyment norm for the series this season.

At 10:30-11:00 pm eastern time on Saturday, the post-hockey COUNTRYTIME series presented a special edition with a guest list comprised of children ranging in age from 10-13 years. Topping by some 4 percentage points the previous peak audience to the series this season, the program drew a 20 per cent audience - more than half as big as the audience to the preceding Toronto-Montreal 'Hockey' contest. The great majority of those who watched this New Year's Day 'Countrytime' show were also much impressed. Indeed some two-thirds of all viewers rated it at the extreme high end of the enjoyment scale as a program that they had "enjoyed very much"; the resultant index of enjoyment for the audience as a whole was a high 81 - 5 points above the enjoyment norm for the 'Countrytime' series this season.

Returning (in all areas except Atlantic Provinces) to the same Sunday 5:00-5:30 pm slot that it occupied last year, AUDUBON WILDLIFE THEATRE this week drew a 7 per cent audience across the country - about the same size of audience that the 1971 'Audubon' series had in its early weeks but somewhat smaller than the series' average audience of 9 per cent. Typical of 'Audubon' programs in general, this opening broadcast - a film study of Australia's 'Kangaroos and Koalas' - was specially well received with an enjoyment index of 87.

At 9:30-10:30 pm on Wednesday, the second in the series of Wednesday night music specials featured the Toronto Symphony Orchestra in a concert of works by various English composers. Conductor was Sir Michael Tippett. AN ENGLISH CONCERT,

which was simulcast on CBC-FM radio stations, drew a national television audience of 8 per cent that about equalled last week's (Wednesday 9:30-10:30 pm) audience to 'Orchestral Passage'. However, with an index of audience enjoyment of 53, the 'English Concert' program was somewhat less favourably received than the preceding week's concert by the Vancouver Chamber Orchestra which had an index of 59.

- . Making its second appearance in the Wednesday 8:30-9:30 pm slot, the MAN AT THE TOP drama series this week featured series regulars Kenneth Haigh and Zena Walker in 'It's All Perfectly True'. Audience reaction, though not particularly enthusiastic (index 63), was significantly more favourable than to the series' opening drama which had an index of just 46. The audience this week was 9 per cent - a gain of 2 percentage points over the viewing level reached by last week's debut.
- . Making its first appearance in the Thursday 9:00-9:30 pm slot on all CBC metronet stations (plus the independent Hamilton station), the U.S. comedy series ALL IN THE FAMILY this week drew an 18 per cent audience - a very substantial audience for a program with this limited (metronet only) coverage. With an audience enjoyment index of 88, the broadcast was also one of the most enjoyed network programs this week.
- . PROGRAM X, which followed 'All In The Family' at 9:30-10:00 pm on the metronet and some CBC affiliated stations, this week had a lead-in audience far bigger than any previously provided by the 'In The Mood' series. Viewing of 'Program X', which in its first and second week reached the 2 and 4 per cent levels respectively, this week rose a further 2 percentage points to reach the 6 per cent mark. But audience reaction to this third 'Program X' of the season - an adaptation of Douglas Turner Ward's 'Happy Ending' - was not at all enthusiastic. With a substantial one-quarter of those who watched the program rating it as one that they had not enjoyed 'at all', the comedy rated a specially low audience enjoyment index of 41.
- . At 8 per cent, the audience to this week's third edition of the TOMMY BANKS SHOW (Wednesday 10:30-11:00 pm) was up another percentage point over the week before, 2 percentage

points over the audience reached by the opening program. There was also a further improvement in viewer reaction to the 'Banks' series this week. With the husband and wife comedy team of Phil Ford and Mimi Hines as guests, the program rated an enjoyment index of 63 as against an index of 58 for the opening show (with singers Bruce and Dixie Lee Innes) and one of 55 for last week's broadcast (with actor Leslie Nielsen).

The Thursday band music series IN THE MOOD which previously ran from 9:00-9:30 pm, this week made its debut in the earlier 7:30-8:00 pm slot on the metronet and some CBC affiliated stations. On this first occasion there was no significant change in the size of the audience to the series - 5 per cent across the country with a 3 per cent audience watching on a CBC metronet station. By comparison, the U.S. series 'Getting Together' which preceded 'In The Mood' in this 7:30-8:00 pm Thursday slot, drew weekly metronet-station audiences about twice this size. Hosted by series regular Jack Duffy, this week's 'In The Mood' program featured jazz trumpeter Maynard Ferguson; it was not at all well received with an audience enjoyment index of just 56 - the lowest recorded for the series to date and far below its enjoyment norm of 72.

At 4:15-4:30 pm on Saturday, the network carried the traditional NEW YEAR'S DAY ADDRESSES by the Governor General and Prime Minister. Viewing was at the 8 per cent level, the index of audience enjoyment 73 - virtually unchanged, in both respects, from the last two years.

On Friday night, metronet and some CBC affiliated stations provided coverage of the traditional New Year's Eve festivities at New York City's Waldorf Astoria Hotel. Running from 11:30 pm to 1:06 am, NEW YEAR'S EVE WITH GUY LOMBARDO drew a substantial late night audience of 18 per cent. With audience reaction to the program showing a direct co-relation with the age of the viewer, indices of enjoyment for the various adult segments of the audience ranged from 89 for the '50 and over' age group to 67 for viewers under the age of 35. The resultant index for the audience as a whole was 77.

Earlier that day, from 11:30 am-1:44 pm EST, the network provided live coverage of the 83rd annual TOURNAMENT OF



ROSES PARADE. This drew a 31 per cent audience (some 6 percentage points bigger than any attracted to a 'Rose Bowl Parade' in recent years) and, as always, was very much enjoyed by those who watched it - index 89.

- . The annual ROSE BOWL GAME was telecast live on the network on Saturday, 4:45-7:51 pm eastern time. This year's telecast, which saw the Stanford Indians defend their title against the University of Michigan Wolverines, had an audience of 22 per cent and an index of enjoyment of 79 - virtually unchanged in either respect from last year.

CBC Research  
Ottawa



# A CBC RESEARCH REPORT

TV/72/6

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 7-13, 1972

### THIS WEEK

Special programming on the full network this week included a 90-minute Gershwin music special from NBC, a CBC production of Puccini's opera 'La Rondine', and a National Film Board documentary on obesity. In addition, the metronet and some CBC affiliated stations carried a special feature on progressive educator Ivan Illich, broadcast the opening program of the new 'Technoflash' series, and saw the return of 'Suzuki on Science'. The week also marked the full network debut of a series of 'Canadian College Sports' programs.

Regular CBC programs pre-empted throughout the country included 'Audubon Wildlife Theatre', 'Carol Burnett', 'Telescope' and 'Tommy Banks'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 7-13, 1972

| PROGRAM                                     | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| FLIP WILSON                                 | Sun. 8:00- 9:00           | 39                  | 76                    |
| THE WONDERFUL WORLD OF DISNEY               | Sun. 6:00- 7:00           | 38                  | 86                    |
| HOCKEY NIGHT IN CANADA                      | Sat. 8:00-10:30           | 36                  | 78                    |
| CANNON                                      | Mon. 8:30- 9:30           | 31                  | 82                    |
| THE PARTRIDGE FAMILY                        | Mon. 8:00- 8:30           | 30                  | 80                    |
| ELIZABETH R (Final episode)                 | Sun. 9:00-10:30           | 26                  | 77                    |
| JIMMY STEWART                               | Sun. 7:30- 8:00           | 25                  | 74                    |
| O'HARA, UNITED STATES TREASURY              | Thu. 8:00- 9:00           | 25                  | 82                    |
| FRONT PAGE CHALLENGE                        | Mon. 9:30-10:00           | 25                  | 76                    |
| ROWAN AND MARTIN                            | Fri. 8:00- 9:00           | 24                  | 69                    |
| THE ROVERS                                  | Sun. 7:00- 7:30           | 24                  | 72                    |
| MARY TYLER MOORE                            | Tue. 8:00- 8:30           | 24                  | 77                    |
| TOMMY HUNTER                                | Fri. 9:00-10:00           | 22                  | 86                    |
| WONNERTIME                                  | Sat. 10:30-11:00          | 20                  | 76                    |
| 'A MATTER OF FAT'                           | Sun. 4:00- 5:30           | 18                  | 79                    |
| 'S WONDERFUL, 'S MARVELOUS, 'S GERSHWIN'    | Tue. 8:30-10:00           | 17                  | 59                    |
| THE NATURE OF THINGS ('Grouse Country')     | Mon. 10:00-10:30          | 16                  | 89                    |
| CBC NATIONAL NEWS                           | S-S 11:00-11:21           | 16                  | 81                    |
| EDGE OF NIGHT                               | M-F 3:30- 4:00            | 13                  | 83                    |
| THIS LAND                                   | Wed. 8:00- 8:30           | 11                  | 84                    |
| CBC WEEKEND (Interview with Prime Minister) | Sun. 10:30-11:00          | 11                  | 67                    |
| 'LA RONDINE' (opera)                        | Wed. 9:30-11:00           | 10                  | 63                    |
| MAN AT THE TOP                              | Wed. 8:30- 9:30           | 10                  | 61                    |
| TUESDAY NIGHT ('The Gooks')                 | Tue. 10:00-11:00          | 10                  | 76                    |
| MAN ALIVE                                   | Mon. 10:30-11:00          | 8                   | 77                    |
| CANADIAN COLLEGE SPORTS                     | Sat. 2:00- 4:00           | 5                   | 68                    |
| + PAUL BERNARD, PSYCHIATRIST                | M-F 4:00- 4:30            | 5                   | 44                    |
| TAKE THIRTY                                 | M-F 3:00- 3:30            | 4                   | 73                    |
| COUNTRY CANADA                              | Sun. 1:30- 2:00           | 4                   | 79                    |
| NATION'S BUSINESS (Social Credit Rally)     | Sun. 11:15-11:21          | 3                   | 47                    |
| PROVINCIAL AFFAIRS                          | Sat. 11:15-11:22          | 3                   | 59                    |
| ONE NORTHERN SUMMER                         | Wed. 4:30- 5:00           | 3                   | \$                    |

+ Pre-empted in Newfoundland on Thursday.

\$ Sample too small for reliable reporting of enjoyment level.



residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

#### PROGRAM NOTES

. As the third program in a series of Wednesday night music specials, the network this week (from 9:30-11:00 pm)

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY /-13, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                                    |                           |                     |                       |
| THE IRISH ROVERS   | Mon. 7:30- 8:00           | 20                  | 81                    |
| HYMN SING (Repeat)   | Sun. 5:30- 6:00           | 12                  | 85                    |
| IN THE MOOD  | Thu. 7:30- 8:00           | 6                   | 56                    |
| CBC CHAMPIONSHIP CURLING   | Sat. 4:00- 5:00           | 5                   | 76                    |
| MIDWEEK  | Thu. 10:00-11:00          | 4                   | 73                    |
| PROGRAM X ('Parallel 68')  | Thu. 9:30-10:00           | 4                   | 58                    |
| * LET'S CALL THE WHOLE THING ORFF                                    | Sat. 7:00- 7:30           | 3                   | 39                    |
| * UPDATE   | Sat. 6:00- 6:30           | 3                   | 76                    |
| FAMILY COURT   | M-F 1:30- 2:00            | 3                   | 82                    |
| THE GALLOPING GOURMET  | M-F 2:00- 2:30            | 3                   | 70                    |
| * REPLAY   | Sat. 6:30- 7:00           | 3                   | 73                    |
| VIEWPOINT  | M-F 11:22-11:29           | 3                   | 71                    |
| SUZUKI ON SCIENCE  | Sun. 2:00- 2:30           | 2                   | \$                    |
| ANALOG   | Sun. 1:00- 1:30           | 2                   | \$                    |
| 'THE EDUCATORS'  | Sun. 3:00- 3:30           | 1                   | \$                    |
| TECHNOFLASH  | Sun. 2:30- 3:00           | 1                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| ALL IN THE FAMILY  | Thu. 9:00- 9:30           | 21                  | 87                    |
| THE WONDERFUL WORLD OF DISNEY  | Sun. 6:00- 7:00           | 20                  | 84                    |
| GET SMART  | M-F 5:30- 6:00            | 11                  | 77                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 8                   | 78                    |
| SINGALONG JUBILEE  | Wed. 7:30- 8:00           | 7                   | 68                    |
| WORLD TV SHOWCASE (Main Chance -<br>'A Time To Love, A Time To Die') | Fri. 10:00-11:00          | 3                   | 74                    |
| <u>CTV PROGRAMS</u>  |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:28           | 29                  | 75                    |
| MARCUS WELBY, M.D.   | Tue. 8:00- 9:00           | 21                  | 87                    |
| FRIDAY NIGHT MOVIE ('Lost Flight')                                   | Fri. 8:00-10:00           | 18                  | 83                    |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 18                  | 75                    |
| IRONSIDE   | Mon. 10:00-11:00          | 16                  | 77                    |
| F.B.I.   | Fri. 10:00-11:00          | 15                  | 77                    |
| + ACADEMY PERFORMANCE ('The Trap')                                   | Sat. 8:00-10:00           | 14                  | 80                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 14                  | 81                    |
| + MANNIX   | Sun. 10:00-11:00          | 13                  | 82                    |
| + THE BOLD ONES  | Thu. 10:00-11:00          | 12                  | 81                    |
| ROLLIN' ON THE RIVER   | Sat. 7:00- 8:00           | 12                  | 64                    |
| HERE COME THE SEVENTIES  | Thu. 9:30-10:00           | 11                  | 64                    |
| + LONGSTREET   | Thu. 7:30- 8:30           | 11                  | 79                    |
| + DORIS DAY  | Mon. 7:00- 7:30           | 10                  | 71                    |
| THE PARTNERS   | Fri. 7:30- 8:00           | 9                   | 75                    |
| NICHOLS  | Mon. 8:30- 9:30           | 9                   | 72                    |
| IAN TYSON  | Tue. 9:30-10:00           | 9                   | 61                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 9                   | 71                    |
| THE HUMAN JOURNEY: 'THE EARLY YEARS'<br>(Repeat)                     | Sun. 9:00-10:00           | 9                   | 77                    |
| WIDE WORLD OF SPORTS (Repeat)  | Sat. 4:30- 6:00           | 9                   | 80                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30           | 8                   | 79                    |
| CTV NATIONAL NEWS  | S-S 11:00-11:18           | 8                   | 80                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00            | 7                   | 80                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 6                   | 80                    |
| + SPORTS BEAT '72  | Wed. 10:30-11:00          | 5                   | 73                    |
| SHIRLEY'S WORLD  | Sun. 8:30- 9:00           | 4                   | 65                    |
| MAN TRAP (Repeats)   | M-F 2:30- 3:00            | 3                   | 68                    |

\* Re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

presented a CBC production of Puccini's opera LA RONDINE. Starring were Teresa Stratas, Barbara Shuttleworth, Anastasios Vrenios, John Walker and Cornelis Ophthof. A 10 per cent audience, representing some 1.2 million adult and teenage viewers, watched some part of this 90-minute broadcast - an audience some 2-3 percentage points bigger than the audience to each of the two preceding Wednesday night (9:30-10:30 pm) music specials - 'Orchestral Passage' and 'An English Concert'. To draw another comparison - with audiences to network telecasts of opera in previous seasons - this 10 per cent audience to 'La Rondine' falls within the (9-13 per cent) range of the audiences to the March 1970 'Peter Grimes', the November 1968 'Billy Budd' and the October 1969 'Louis Riel'; it remains much smaller, however, than the record opera audience of 23 per cent to the December 23, 1970 presentation of Humperdinck's 'Hansel and Gretel'. (All these operas were telecast on Wednesday evenings, no data being available for the July 1970 telecast of 'Tosca' nor (as yet) for the recent 'Hansel and Gretel' repeat of January 26, 1972.) As is normally the case with programs in the performing arts, 'La Rondine' was much more favourably received by viewers living in the major urban centres (index of enjoyment 73) than by those resident in smaller towns and in rural areas (index 54). The resultant index for the audience as a whole was 63 - 3 points higher than the index for 'Hansel and Gretel' and far above the 29-31 enjoyment level attained by the 'Billy Budd', 'Peter Grimes' and 'Louis Riel' programs.

At 4:00-5:30 pm on Sunday, an unusually big afternoon audience of 18 per cent watched A MATTER OF FAT. This 90-minute National Film Board documentary on obesity studied the case history of one Gilles Lorrain, a 358-pounder in his late thirties who lost some 140 pounds during a 7-month period of hospitalization on a starvation diet and exercise program. Narrated by Lorne Green, the broadcast was very well received with an index of audience enjoyment of 79.

Returning to the same Sunday 2:00-2:30 pm slot that it occupied during the latter half of the 1970-71 season, SUZUKI ON SCIENCE this week examined the biological basis for intelligence and its relationship to race.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC /CTV COVERAGE AREAS

WEEK: JANUARY 7-13, 1972

| DATE        | TIME<br>(Eastern, pm)         | CBC PROGRAM                                |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM   |
|-------------|-------------------------------|--|----|--|---|
| FRI<br>7TH  | 7:00- 7:30                    | Local Programming                          |    | 0  | STORY THEATRE   |
|             | 7:30- 8:00                    | Not Complete Network                       |    | 11   | THE PARTNERS  |
|             | 8:00- 8:30                    | ROMAN AND MARTIN                           | 21 | 21   | FRIDAY NIGHT MOVIE<br>( 'Lost Flight' )               |
|             | 8:30- 9:00                    |  |    |  |   |
|             | 9:00- 9:30                    | TOMMY HUNTER                               | 17 |  |   |
|             | 9:30-10:00                    |  |    |  |   |
|             | 10:00-10:30                   | Not Complete Network                       |    | 17   | F.B.I.  |
| 10:30-11:00 |                               |  |    |  |   |
| SUN<br>9TH  | 7:00- 7:30                    | THE ROVERS                                 | 19 | 0  | ROOM 222  |
|             | 7:30- 8:00                    | JIMMY STEWART                              | 22 | 0  | 'SOMETHING SPECIAL-A VISIT<br>WITH MAURICE CHEVALIER' |
|             | 8:00- 8:30                    | FLIP WILSON                                | 36 | 4  | SHIRLEY'S WORLD                                       |
|             | 8:30- 9:00                    |  |    |  |   |
|             | 9:00- 9:30                    | ELIZABETH R                                | 24 | 10   | THE HUMAN JOURNEY: 'The Early<br>Years' (Repeat)      |
|             | 9:30-10:00                    |  |    |  |   |
|             | 10:00-10:30                   |  |    |  |   |
| 10:30-11:00 | CBC WEEKEND                   |  |    |  |   |
| MON<br>10TH | 7:00- 7:30                    | Local Programming                          |    | 11   | + DORIS DAY   |
|             | 7:30- 8:00                    | Not Complete Network                       |    | 0  | 'HOLLYWOOD: THE DREAM<br>FACTORY'                     |
|             | 8:00- 8:30                    | THE PARTRIDGE FAMILY                       | 27 |  |   |
|             | 8:30- 9:00                    | CANNON                                     | 28 | 10   | NICHOLS   |
|             | 9:00- 9:30                    |  |    |  |   |
|             | 9:30-10:00                    | FRONT PAGE CHALLENGE                       | 22 | 10   | PIG 'N' WHISTLE                                       |
|             | 10:00-10:30                   | THE NATURE OF THINGS                       | 14 | 19   | IRONSIDE  |
| 10:30-11:00 | MAN ALIVE                     | 7  |    |  |   |
| TUE<br>11TH | 7:00- 7:30                    | Local Programming                          |    | Not Complete Network                           |   |
|             | 7:30- 8:00                    |  |    |  |   |
|             | 8:00- 8:30                    | MARY TYLER MOORE                           | 20 | 23   | MARCUS WELBY, N.D.                                    |
|             | 8:30- 9:00                    |  |    | Not Complete Network                           |   |
|             | 9:00- 9:30                    | 'S WONDERFUL, 'S MARVELOUS<br>'S GERSHWIN' | 15 | 10   | IAN TYSON   |
|             | 9:30-10:00                    |  |    |  |   |
| 10:00-10:30 | TUESDAY NIGHT ( 'The Gooks' ) | 8  | 16 | THE PERSUADERS                                 |   |
| 10:30-11:00 |                               |  |    |  |   |
| THU<br>13TH | 7:00- 7:30                    | Local Programming                          |    | Not Complete Network                           |   |
|             | 7:30- 8:00                    | Not Complete Network                       |    | 12   | + LONGSTREET  |
|             | 8:00- 8:30                    | O'HARA, UNITED STATES TREASURY             | 21 |  |   |
|             | 8:30- 9:00                    |  |    |  |   |
|             | 9:00- 9:30                    | Not Complete Network                       |    | 21   | DEAN MARTIN   |
|             | 9:30-10:00                    |  |    |  |   |
|             | 10:00-10:30                   |  |    |  |   |
| 10:30-11:00 |                               |  |    |  |   |
| S-S         | 11:00-11:20                   | CBC NEWS                                   | 14 | 0  | CTV NEWS  |

+ Not carried (on this day and at this time) on all CTV stations.

0 Data not available.

NOTE: 'LIVE' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.



Broadcast on the metronet and on some CBC affiliated stations, the series drew an audience (2 per cent) that was too small to provide any indication of viewer enjoyment of the program.

Viewing of the Wednesday 8:00-8:30 pm THIS LAND series reached the 11 per cent mark this week - up 2 percentage points from the viewing level that the series has maintained since mid-November and some 3-4 percentage points above average for earlier 'This Land' programs. Like most nature-outdoor broadcasts, this one, which followed a group of amateur photographers on a photographic safari into Ontario's Quetico Provincial Park, was very well received with a high enjoyment index of 84.

On Sunday at 9:00-10:00 pm, the final program in the BBC's six-part ELIZABETH R series dealt with events leading to the execution of the Earl of Essex and, subsequently, to the death of the 69-year-old Queen herself. Despite unusually strong CTV opposition this week from a repeat presentation of the first of last season's three very popular 'Human Journey' programs, this concluding 'Elizabeth R' episode held an audience that, at 26 per cent, was about as big as the previous peak audience in the series and slightly above average for the six programs. While not demonstrating quite as wide-spread an appeal as did the BBC's 'Six Wives of Henry VIII' when it ran in this same Sunday evening slot last March/April (average audience 34 per cent over the six programs), the average 24 per cent audience for the 'Elizabeth R' series (25 per cent if the unusually low Boxing Day audience is discounted) is substantially bigger than the peak audience for any other (CBC produced) drama presented in the 'Sunday At Nine' slot this season, and very much bigger than the average 15-16 per cent audience for all such dramas- i.e. outside of 'Elizabeth R'. All six programs, it may be added, have been much enjoyed by the great majority of those who watched them - average index of enjoyment a high 78, as against an average 60 for all other 'Sunday At Nine' dramas this season. The complete record (all programs are dramas except where indicated):

| <u>Date</u> | <u>Program</u>  | <u>Per Cent<br/>Viewing</u> | <u>Index Of<br/>Enjoyment</u> |
|-------------|---|-----------------------------|-------------------------------|
| Sept. 12    | 'Firing Squad', based on a Colin McDougall story        | 17                          | 62                            |
| Sept. 19    | Wayne and Shuster comedy special                        | 28                          | 71                            |
| Sept. 26    | 'When The Bough Breaks', by Nika Rylski                 | 17                          | 57                            |
| Oct. 3      | 'Gold Is Where You Find It, Maybe', by Leslie McFarlane | 16                          | 63                            |
| Oct. 17     | 'Four Day Wonder', by Bruce Martin                      | 11                          | 55                            |
| Oct. 24     | 'Kalinski's Justice' by Grahame Woods                   | 11                          | 56                            |
| Oct. 31     | 'Rodeo Rider' by Les Rose and Barry Pearson             | 16                          | 58                            |
| Nov. 7      | 'Fur Coat' by Bryan Barney                              | 15                          | 55                            |
| Nov. 14     | 'MacLeish's Wild Horses' by Les Rose and Barry Pearson  | 20                          | 56                            |
| Nov. 21     | 'The Golden Handshake' by M. Charles Cohen              | 16                          | 79                            |
| Nov. 28     | Wayne and Shuster comedy special                        | 27                          | 75                            |
| Dec. 5      | Elizabeth R - Episode 1                                 | 23                          | 79                            |
| Dec. 12     | Elizabeth R - Episode 2                                 | 27                          | 81                            |
| Dec. 19     | Elizabeth R - Episode 3                                 | 24                          | 80                            |
| Dec. 26     | Elizabeth R - Episode 4                                 | 19                          | 78                            |
| Jan. 2      | Elizabeth R - Episode 5                                 | 24                          | 76                            |
| Jan. 9      | Elizabeth R - Episode 6                                 | 26                          | 77                            |

CBC WEEKEND (Sunday, 10:30-11:00 pm) devoted its entire program this week to a Peter Desbarats interview with Prime Minister Trudeau. While the audience, at 11 per cent, was one of the biggest for a 'Weekend' program this season (average 8 per cent), the broadcast was not too well received. Just over a quarter of those who watched the interview rated it as a waste of their time - an unusually adverse reaction to an information program - and the index of enjoyment for the audience as a whole was just 67 as against an average 73 for 'Weekend' this season. In sharp contrast is the audience reception given similar interviews with Mr. Trudeau on past occasions. The November 1970 and September 1971 'Encounter' interviews had indices of audience enjoyment of 78 and 80 respectively, while the hour-long 'Weekend' interview with the Prime Minister in May of 1971 had an equally high index of 81.

This week's program in the TUESDAY NIGHT series (10:00-11:00 pm) was 'The Gooks', a documentary by French anthropologist and film-maker Pierre Gaisseau on some of the more tragic human aspects of the Vietnam conflict. The program focused specially on the plight of children whose scarred bodies and desperate living conditions offered a vivid commentary on one effect of the war. The audience was 10 per cent - 4 percentage points above average for 'Tuesday Night' and about equal in size to the series' previous peak audiences for the November 30 program on homosexuality and the October 12 program on earthquake prospects in San Francisco. 'The Gooks' was highly praised by the great majority of those who watched it as a valuable, clearly presented and informative commentary on an important subject. Indeed, some two-thirds of all viewers of the program gave it the maximum possible scale rating as a "worthwhile" broadcast - a level of audience appreciation much more favourable than that achieved in this regard by most 'Tuesday Night' programs - indeed by most documentaries on subjects of public interest. However, with many viewers being obviously distressed by some of the more poignant aspects of this program, the general level of audience "enjoyment", as represented by an index of 76, was only just slightly above the 'Tuesday Night' average enjoyment index of 73.

With indices of enjoyment for individual day programs all clustering so closely as to be statistically indistinguishable, TAKE THIRTY (weekdays 3:00-3:30 pm) this week rated an average index of enjoyment of 73 - 4 points below average for the current series as a whole. The week's programs: on Friday, a talk with CBC correspondent Tom Leach and cameraman Corky MacKenzie about their experiences during the recent India-Pakistan war; on Monday, an interview with author Alvin Toffler; on Tuesday and Wednesday, a two-part look at trial marriages; and on Thursday, the first of two programs discussing French 'immersion kindergartens'. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five days, 9 per cent.

- . Just topping the peak audience which it attracted the week before with a program on the harp seal, THE NATURE OF THINGS (Monday 10:00-10:30 pm) drew another big (16 per cent) audience this week with a film study of the grouse. These are much larger audiences than 'The Nature Of Things' attracted to its early season medical series (average audience 7 per cent), to subsequent repeats of 'The Last Stand' series on the environment (average 10 per cent) or to most other special programs. Indeed, these last two weeks' audiences for 'The Nature Of Things' are among the biggest audiences on record for CBC programs - information or entertainment programs - in the late 10:00-10:30 pm slot on weekdays. Widely praised (as indeed most 'Nature Of Things' are) for its informativeness, interest, clarity of presentation and substance, this week's program attained about the same high level of audience enjoyment as the previous week's - index 88-89.
- . MAN ALIVE, which followed at 10:30-11:00 pm, drew a slightly bigger than usual audience this week - 8 per cent as against recent audiences of 6-7 per cent. The program, 'Love Carries No Doubt', had Patrick Watson talk with Mother Theresa and Dr. Jean Vanier,



both recipients of the Kennedy International Award for Outstanding Service to Humanity. The index of enjoyment for the audience as a whole was 77 - about the same level of enjoyment as that attained by the December 27 program dealing with the work of Dr. Vanier and one of the highest for a 'Man Alive' broadcast this season (average index of enjoyment for the current series, 65).

- . Making its second appearance in the Thursday 9:00-9:30 pm slot on the CBC metronet (plus the independent Hamilton station), ALL IN THE FAMILY this week drew a 21 per cent audience - up 3 percentage points from the substantial audience to the previous week's broadcast. Audience enjoyment of the series also remains very high with Thursday's episode rating an index of 87.
- . Broadcast in its usual Thursday 9:30-10:00 pm slot on the metronet and some CBC affiliated stations, PROGRAM X this week drew a typically small 4 per cent national audience. Titled 'Parallel 68', the program compared the 5th century BC Athenian invasion of the island of Melos with the 1968 Russian invasion of Czechoslovakia. Characteristic of the 'Program X' series as a whole, this week's program was not too well received - enjoyment index 58.
- . At 10 per cent, the audience to this week's third program of the MAN AT THE TOP drama series (Wednesday 8:30-9:30 pm) was up a further percentage point from last week and 3 points above the audience to the opening program. Though still not very well received by those who watched it, the series both this week and last has rated a much higher index of enjoyment (in the low 60's) than did the opening program (index 46).
- . In the Tuesday 8:30-10:00 pm period, normally occupied by 'Carol Burnett' and 'Telescope', the network this week presented an NBC-produced musical tribute to George and Ira Gershwin. Hosted by comedian Jack Lemmon, 'S WONDERFUL, 'S MARVELOUS, 'S GERSHWIN

featured a large selection of Gershwin tunes performed by, among others, Fred Astaire, Leslie Uggams, Ethel Merman, and Peter Nero. At 17 per cent, the audience to the program was about two-thirds as big again as the usual (9:30-10:00 pm) audience to 'Telescope', but only about half as big as the average 33 per cent audience to the pre-empted 'Burnett' show. With this decline in viewing on CBC stations between 8:30 and 9:30 pm Tuesday, came an increase in viewing of the opposing CTV network show 'Marcus Welby' (8:00-9:00 pm). Thus, within the common CBC-CTV reception area where the 'Burnett' series normally maintains about a 5:3 audience advantage over the CTV medical series, the latter this week outdrew the 'Gershwin' special by about 8:5. Nor was 'S Wonderful, 'S Marvelous' particularly well received by those who watched it. With only about one-third of its viewers rating it as a program they had enjoyed "very much", the broadcast had an enjoyment index of only 59 - a specially poor level of performance for a U.S. network variety special.

CBC Research

Ottawa

# A CBC RESEARCH REPORT

TV/72/7

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 14-20, 1972

## THIS WEEK

Special programming this week included the season's second 'Hart and Lorne Terrific Hour', a music-documentary 'The Sound Of August' featuring the National Youth Orchestra, live coverage of the NFL 'Super Bowl' football game, two programs providing coverage of the 'Canadian Figure Skating Championships' and 'Super Bowl V' highlighting last year's Super Bowl game.

Regular CBC programs pre-empted throughout the country included 'Rowan and Martin's Laugh-In', 'Suzuki on Science', 'Technoflash', 'Sports Week', 'The Rovers' and 'Jimmy Stewart'.

## SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 14-20, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| HOCKEY NIGHT IN CANADA                           | Sat. 8:00-10:29           | 39                  | 80                    |
| * FLIP WILSON                                    | Sun. 8:00- 9:00           | 35                  | 72                    |
| CAROL BURNETT                                    | Tue. 8:30- 9:30           | 33                  | 75                    |
| CANNON   | Mon. 8:30- 9:30           | 30                  | 83                    |
| THE PARTRIDGE FAMILY                             | Mon. 8:00- 8:30           | 30                  | 80                    |
| CANADIAN FIGURE SKATING CHAMPIONSHIPS            | Sun. 7:00- 8:00           | 29                  | 88                    |
| + * THE WONDERFUL WORLD OF DISNEY (Repeat)       | Sun. 6:00- 7:00           | 27                  | 83                    |
| MARY TYLER MOORE                                 | Tue. 8:00- 8:30           | 26                  | 80                    |
| FRONT PAGE CHALLENGE                             | Mon. 9:30-10:00           | 24                  | 83                    |
| O'HARA, UNITED STATES TREASURY                   | Thu. 8:00- 9:00           | 24                  | 82                    |
| SUPER BOWL GAME                                  | Sun. 2:30- 5:33           | 20                  | 71                    |
| CANADIAN FIGURE SKATING CHAMPIONSHIPS            | Sat. 2:30- 4:00           | 19                  | 86                    |
| TOMMY HUNTER                                     | Fri. 9:00-10:00           | 18                  | 85                    |
| THE NATURE OF THINGS ('The Polar Bear')          | Mon. 10:00-10:30          | 18                  | 91                    |
| COUNTRYTIME                                      | Sat. 10:30-11:00          | 18                  | 79                    |
| CBC NATIONAL NEWS                                | S-S 11:00-11:21           | 15                  | 81                    |
| ‡ EDGE OF NIGHT                                  | M-F 3:30- 4:00            | 13                  | 83                    |
| △ 'THE HART AND LORNE TERRIFIC HOUR'             | Fri. 8:00- 9:00           | 13                  | 44                    |
| TELESCOPE (Qu' Appelle Valley)                   | Tue. 9:30-10:00           | 12                  | 77                    |
| 'JOURNEY TO NEW ORLEANS'                         | Sun. 9:00-10:00           | 12                  | 67                    |
| MAN AT THE TOP                                   | Wed. 8:30- 9:30           | 10                  | 62                    |
| THIS LAND  | Wed. 8:00- 8:30           | 10                  | 79                    |
| MAN ALIVE  | Mon. 10:30-11:00          | 10                  | 76                    |
| CBC WEEKEND                                      | Sun. 10:00-11:00          | 10                  | 72                    |
| TUESDAY NIGHT (The Fraser River)                 | Tue. 10:00-11:00          | 9                   | 86                    |
| TOMMY BANKS                                      | Wed. 10:30-11:00          | 8                   | 75                    |
| 'THE SOUND OF AUGUST' (National Youth Orchestra) | Wed. 9:30-10:30           | 7                   | 67                    |
| * AUDUBON WILDLIFE THEATRE                       | Sun. 2:00- 2:30           | 6                   | 90                    |
| FAMILY COURT                                     | M-Th 4:00- 4:30           | 6                   | 72                    |
| 1 * COUNTRY CANADA                               | Sun. 1:30- 2:00           | 5                   | 76                    |
| * SUPER BOWL V (1971 highlights)                 | Sat. 2:00- 2:30           | 4                   | 75                    |
| TAKE THIRTY                                      | M-F 3:00- 3:30            | 4                   | 71                    |
| NATION'S BUSINESS (New Democratic Party)         | Sun. 11:15-11:21          | 3                   | \$                    |
| PROVINCIAL AFFAIRS                               | Sun. 11:15-11:22          | 3                   | \$                    |
| ONE NORTHERN SUMMER                              | Wed. 4:30- 5:00           | 2                   | \$                    |

\* Re-scheduled in some areas.

+ Pre-empted in the Maritimes.

‡ Pre-empted in British Columbia on Thursday.

△ Pre-empted on CBWT, Winnipeg and CKX, Brandon.

‡ Joined in progress in some areas.

\$ Sample too small for reliable reporting of enjoyment level.



English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 14-20, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                          |                           |                     |                       |
| THE IRISH ROVERS   | Mon. 7:30- 8:00           | 18                  | 86                    |
| * HYMN SING  | Sun. 5:30- 6:00           | 10                  | 86                    |
| * CBC CHAMPIONSHIP CURLING                                 | Sat. 4:00- 5:00           | 7                   | 80                    |
| PROGRAM X ('Ride To The Hill')                             | Thu. 9:30-10:00           | 5                   | 59                    |
| IN THE MOOD  | Thu. 7:30- 8:00           | 5                   | 67                    |
| MIDWEEK  | Thu. 10:00-11:00          | 4                   | 76                    |
| * UPDATE   | Sat. 6:00- 6:30           | 4                   | 73                    |
| * LET'S CALL THE WHOLE THING ORFF                          | Sat. 7:00- 7:30           | 3                   | 42                    |
| THE GALLOPING GOURMET                                      | M-Th 1:30- 2:00           | 3                   | 68                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | 70                    |
| * ANALOG   | Sun. 1:00- 1:30           | 2                   | \$                    |
| * REPLAY   | Sat. 6:30- 7:00           | 2                   | \$                    |
| PAUL BERNARD, PSYCHIATRIST                                 | M-Th 2:00- 2:30           | 2                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| ALL IN THE FAMILY  | Thu. 9:00- 9:30           | 18                  | 90                    |
| * THE WONDERFUL WORLD OF DISNEY (Repeat)                   | Sun. 6:00- 7:00           | 14                  | 84                    |
| △ GET SMART  | M-F 5:30- 6:00            | 11                  | 79                    |
| SINGALONG JUBILEE  | Wed. 7:30- 8:00           | 7                   | 72                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 7                   | 76                    |
| WORLD TV SHOWCASE (Main Chance - 'It Could Happen To You') | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>  |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:30           | 32                  | 84                    |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 18                  | 76                    |
| + MANNIX   | Sun. 10:00-11:00          | 16                  | 83                    |
| F.B.I.   | Fri. 10:00-11:00          | 16                  | 81                    |
| FRIDAY NIGHT MOVIE ('An Eye For An Eye')                   | Fri. 8:00-10:00           | 16                  | 73                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 15                  | 80                    |
| MARCUS WELBY, M.D.   | Tue. 8:00- 9:00           | 15                  | 85                    |
| IRONSIDE   | Mon. 10:00-11:00          | 15                  | 83                    |
| MEDICAL CENTER   | Mon. 7:30- 8:30           | 14                  | 84                    |
| + LONGSTREET   | Thu. 7:30- 8:30           | 13                  | 80                    |
| + ACADEMY PERFORMANCE ('Emergency')                        | Sat. 8:00-10:00           | 13                  | 79                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 13                  | 80                    |
| ROOM 222   | Sun. 7:00- 7:30           | 11                  | 76                    |
| DON RICKLES  | Fri. 7:30- 8:00           | 11                  | 70                    |
| + THE BOLD ONES  | Thu. 10:00-11:00          | 11                  | 79                    |
| ROLLIN' ON THE RIVER                                       | Sat. 7:00- 8:00           | 11                  | 69                    |
| + DORIS DAY  | Mon. 7:00- 7:30           | 11                  | 72                    |
| NICHOLS  | Mon. 8:30- 9:30           | 10                  | 76                    |
| IAN TYSON  | Tue. 9:30-10:00           | 9                   | 70                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 9                   | 72                    |
| CTV NATIONAL NEWS  | S-S 11:00-11:18           | 8                   | 79                    |
| WIDE WORLD OF SPORTS                                       | Sat. 4:30- 6:00           | 8                   | 81                    |
| W5   | Sun. 9:00-10:00           | 7                   | 71                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00            | 7                   | 83                    |
| HERE COME THE SEVENTIES                                    | Thu. 9:30-10:00           | 7                   | 7                     |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 6                   | 82                    |
| STORY THEATRE  | Fri. 7:00- 7:30           | 5                   | 53                    |
| + SPORTS BEAT '72  | Wed. 10:30-11:00          | 4                   | 72                    |
| WHAT'S THE GOOD WORD?                                      | M-Th 2:30- 3:00           | 2                   | 69                    |

1 Joined in progress in some areas.

\* Re-scheduled in some areas.

† Pre-empted in the Maritimes.

△ Pre-empted in British Columbia on Thursday.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

## PROGRAM NOTES

- . TUESDAY NIGHT (10:00-11:00 pm) this week presented 'Politics of Power - The Fraser and The Future', a documentary examining the economic, environmental and social implications of an impending government decision on the future role of the Fraser River as a source of hydro-electric power. The program was very well received - highly rated for its informativeness, praised for the clarity of its presentation, widely regarded as a very worthwhile subject for television and generally much enjoyed. Indeed, at 86, the overall index of audience enjoyment was only slightly short of the top index recorded for a 'Tuesday Night' program this season, the index of 88 for the October 12 BBC documentary on the earthquake prospects in San Francisco. At 9 per cent the audience for this week's program was also one of the biggest 'Tuesday Night' audiences this season and substantially above the average 6 per cent for the series.
- . On Wednesday at 8:00-8:30 pm, THIS LAND looked at essentially the same general topic as had been examined on 'Tuesday Night' - the ecological effect of river dams. More particularly, it focused on several Canadian dams and on the effect of Egypt's Aswan Dam on the ecology of the Mediterranean. Although not as highly praised as the Fraser River documentary, this program was also well received with an index of enjoyment of 79. The 10 per cent audience was about average for 'This Land' in recent weeks and somewhat bigger than audiences to the series in the early weeks of the season.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) this week drew its usual 4 per cent daily audience and cumulative five-day audience of 8 per cent. However, for the second consecutive week, the average level of audience enjoyment, as represented by an index of 71, was slightly below the norm of 77 for the current series as a whole. Indices of enjoyment for the five programs all fell within the narrow 69-73 range. Their content: on Friday, the conclusion of a two-part study of French 'immersion' kindergartens; on Monday and Tuesday, a two-part look

TABLE 3  
PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 14-20, 1972

| DATE        | TIME<br>(Eastern, pm)            | CBC PROGRAM                             | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM          |   |
|-------------|----------------------------------|---|--|----------------------|---|
| FRI<br>14TH | 7:00- 7:30                       | Local Programming                       |  | 5                    | STORY THEATRE                                 |
|             | 7:30- 8:00                       | Not Complete Network                    |  | 13                   | DON RICKLES                                   |
|             | 8:00- 8:30                       | △ 'THE HART AND LORNE TERRIFIC<br>HOUR' | 10   | 17                   | FRIDAY NIGHT MOVIE<br>( 'An Eye For An Eye' ) |
|             | 8:30- 9:00                       |   |  |                      |   |
|             | 9:00- 9:30                       | TOMMY HUNTER                            | 14   |                      |   |
|             | 9:30-10:00                       |   |  |                      |   |
|             | 10:00-10:30                      | Not Complete Network                    |  | 18                   | F.B.I.  |
| 10:30-11:00 |                                  |   |  |                      |   |
| SUN<br>16TH | 7:30- 8:00                       | Various Programming                     |  | 15                   | MOD SQUAD                                     |
|             | 8:00- 8:30                       | ★ FLIP WILSON                           | 32   | Not Complete Network |   |
|             | 8:30- 9:00                       |   |  |                      |   |
|             | 9:00- 9:30                       | 'JOURNEY TO NEW ORLEANS'                | 10   | 8                    | W5  |
|             | 9:30-10:00                       |   |  |                      |   |
|             | 10:00-10:30                      | CBC WEEKEND                             | 8  | 19                   | + MANNIX                                      |
| 10:30-11:00 |                                  |   |  |                      |   |
| MON<br>17TH | 7:00- 7:30                       | Local Programming                       |  | 12                   | + DORIS DAY                                   |
|             | 7:30- 8:00                       | Not Complete Network                    |  | 16                   | MEDICAL CENTER                                |
|             | 8:00- 8:30                       | THE PARTRIDGE FAMILY                    | 24   |                      |   |
|             | 8:30- 9:00                       | CANNON                                  | 26   | 11                   | NICHOLS                                       |
|             | 9:00- 9:30                       |   |  |                      |   |
|             | 9:30-10:00                       | FRONT PAGE CHALLENGE                    | 20   | 10                   | PIG 'N' WHISTLE                               |
|             | 10:00-10:30                      | THE NATURE OF THINGS                    | 15   | 18                   | IRONSIDE                                      |
| 10:30-11:00 | MAN ALIVE                        | 8                                       |  |                      |   |
| TUE<br>18TH | 7:00- 7:30                       | Local Programming                       |  | Not Complete Network |   |
|             | 7:30- 8:00                       |   |  |                      |   |
|             | 8:00- 8:30                       | MARY TYLER MOORE                        | 22   | 17                   | MARCUS WELBY, M.D.                            |
|             | 8:30- 9:00                       | CAROL BURNETT                           | 30   | Not Complete Network |   |
|             | 9:00- 9:30                       |   |  | 10                   | IAN TYSON                                     |
|             | 9:30-10:00                       | TELESCOPE                               | 11   | 18                   | THE PERSUADERS                                |
| 10:00-10:30 | TUESDAY NIGHT (The Fraser River) | 8                                       |  |                      |   |
| 10:30-11:00 |                                  |   |  |                      |   |
| THU<br>20TH | 7:00- 7:30                       | Local Programming                       |  | Not Complete Network |   |
|             | 7:30- 8:00                       | Not Complete Network                    |  | 15                   | + LONGSTREET                                  |
|             | 8:00- 8:30                       | O'HARA, UNITED STATES TREASURY          | 19   | 20                   | DEAN MARTIN                                   |
|             | 8:30- 9:00                       |   |  |                      |   |
|             | 9:00- 9:30                       |   |  | 8                    | HERE COME THE SEVENTIES                       |
|             | 9:30-10:00                       | Not Complete Network                    |  | 12                   | + THE BOLD ONES                               |
|             | 10:00-10:30                      |   |  |                      |   |
|             | 10:30-11:00                      |   |  |                      |   |
| S-S         | 11:00-11:20                      | CBC NEWS                                | 13   | 14                   | CTV NEWS                                      |

\* Re-scheduled in the Maritimes.

+ Not carried (on this day and at this time) on all CTV stations.

△ Pre-empted on CBWT, Winnipeg and CKX, Brandon.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.



at the career of Hollywood producer Stanley Kramer; on Wednesday, further instruction on the refinishing of old furniture and a discussion of sewing with basic knit fabrics; and on Thursday, a (repeat) conversation with two residents of a Newfoundland outport.

- . Thursday's MIDWEEK (10:00-11:00 pm on the metronet and on some CBC affiliated stations) included conversations with several air traffic controllers and stewardesses about the current air strike; a film clip of a December 1971 interview with Premier Smith of Rhodesia and a talk with some black Rhodesians about the race situation in that country; a report on this week's hearings into the conduct of former Montreal Police Chief Jacques Saulnier; a look at the worsening labour situation in north-eastern New Brunswick; and comment on the attitudes and work conditions of executives in big corporations. The audience was another 4 per cent, average for recent weeks, and the level of audience enjoyment somewhat higher than usual - index 76, some 6 points above the average index of enjoyment for 'Midweek' this season.
- . Maintaining about the same level of viewing that it has had most weeks, PROGRAM X (Thursday 9:30-10:00 pm on the metronet and some CBC affiliated stations) this week drew a 5 per cent national audience, 6 per cent in that part of the country where the series is available. This week's drama, 'Ride To The Hill', told the story of a young teenager forced to part with a horse she loved but had outgrown. The index of enjoyment was 59 - about equal to the previous peak enjoyment index for the current 'Program X' series and about average for all CBC-produced drama this season.
- . For the second successive week, TELESCOPE (Tuesday 9:30-10:00 pm) drew a somewhat above average audience of 12 per cent. The attraction on this occasion was 'Wagons Ho', a program focussing on last summer's wagon train journey through the scenic Qu'Appelle Valley in celebration of Saskatchewan's homecoming festivities. Rated at the extreme end of the enjoyment scale (as a program that they had "enjoyed very much") by more than half of those who watched it, 'Wagons Ho' had an overall index of enjoyment of 77. This ranks it among the five or six most enjoyed 'Telescope' programs this season. The complete audience record for the current series:

| <u>Date</u> | <u>Program</u>   | <u>Per Cent<br/>Viewing</u> | <u>Index Of<br/>Enjoyment</u> |
|-------------|--|-----------------------------|-------------------------------|
| Sept. 14    | The world of TV commercials  | 12                          | 72                            |
| Sept. 21    | Comedian David Steinberg   | 10                          | 59                            |
| Sept. 28    | Newspaper editor 'Ma' Murray   | 11                          | 82                            |
| Oct. 5      | Canadian comic books of the<br>1940's  | 9                           | 64                            |
| Oct. 12     | Conductor Boris Brott (not<br>carried in Ontario)                            | 5                           | 61                            |
| Oct. 19     | The folk-rock 'Perth County<br>Conspiracy' (not carried in<br>Ontario.       | 5                           | 51                            |
| Oct. 26     | Actor-director Jean Gascon   | 6                           | 52                            |
| Nov. 2      | Jockey Sandy Hawley  | 9                           | 73                            |
| Nov. 9      | Food expert Madame Benoit  | 12                          | 77                            |
| Nov. 16     | Architect Arthur Erickson  | 8                           | 68                            |
| Nov. 23     | Artist Allen Sapp  | 9                           | 85                            |
| Nov. 30     | TV and radio personality Gordie<br>Tapp                                      | 14                          | 78                            |
| Dec. 7      | Actress Glenda Jackson   | 10                          | 63                            |
| Dec. 14     | Author-zoologist Gerald Durrell  | 9                           | 79                            |
| Dec. 21     | British radio and television<br>personalities, Bernard and Barbara<br>Braden | 8                           | 61                            |
| Dec. 28     | The musical Huggett family   | 9                           | 65                            |
| Jan. 4      | Geneticist Dr. David Suzuki  | 12                          | 66                            |
| Jan. 18     | 'Wagons Ho'  | 12                          | 77                            |

- With last week marking the end of 'Sunday At Nine's' 90-minute 'Elizabeth R' series, CBC WEEKEND this week returned to its one-hour (10:00-11:00 pm) format. The audience was 10 per cent - about the same size as the audience to the previous week's half-hour interview with the Prime Minister, and 2 percentage points bigger than the average audience to other 'Weekend' programs this season. This week's edition included an exposé of the "Alpha and Omega Foundation", a questionable charitable organization located in Vancouver; a look at the current political situation in Newfoundland; comment by linguist John H. Chew of the University of Toronto on the probable mother tongue of supposed 'intelligence agent' Dr. Janek Seebag-Montefiore; and a talk with Leonard Milne, a former United Church of Canada official who tried to hijack a plane in order to rescue a Lithuanian seaman from a Russian prison camp. The index of audience enjoyment for the program as a whole was 72 - about average for the series.
- JOURNEY TO NEW ORLEANS, this week's special in the 'Sunday At Nine' series (9:00-10:00 pm), followed Vancouver jazzman Lance Harrison on his first visit to New Orleans, the birthplace of American jazz. The hour included performances by singer Eleanor Collins, 75-year-old trumpeter Kid Thomas and an array of other big-name jazzmen. The audience was about half the size of the weekly audience to the foregone 'Elizabeth R' series and the smallest audience for any 'Sunday At Nine' program since last October. One correlate of this much smaller CBC audience this week was a notable increase in the audience on opposing CTV stations to the private network's public affair series 'W5' (9:00-10:00 pm) which in recent weeks has been heavily outrated by the formidable opposition of 'Elizabeth R'. In the common CBC-CTV coverage area, this week's 'Sunday At Nine' still had an edge over 'W5' - but only a very slight one. Nor was 'Journey To Orleans' particularly well received by those who watched it, the index of enjoyment being just 67, substantially below the current 74-75 average for all network programs this season.
- Since the beginning of January when it moved into the 7:30-8:00 pm slot, viewing of the Thursday band music series IN THE MOOD (broadcast on the metronet and on some CBC affiliated stations) has remained consistently

at the 5-6 per cent level - if anything, a very slight increase over the audience the series maintained earlier this season when it ran an hour and a half later at 9:00 pm. Featuring 'The Sound Of Les Brown', this week's program had a much less enthusiastic audience reception than the best received 'In The Mood' programs (indices 80-84) but, with an index of 67, was only slightly less enjoyed by those who watched it than the average 'In The Mood' show this season.

- . In the Wednesday 10:30-11:00 pm slot, the TOMMY BANKS SHOW this week drew the same 8 per cent audience that the series has had throughout its current run, but was much more enjoyed by those who watched it than on any previous occasion this season. With long-time radio and television personality Juliette as guest, the program rated an index of enjoyment of 75 as against indices for previous weeks' programs in the much lower 55-63 range.
- . In the usual 'Rowan and Martin' slot at 8:00-9:00 pm on Friday, the network this week carried the season's second HART AND LORNE TERRIFIC HOUR. Featured guest was singer Murray McLaughlin. At 13 per cent, the audience to the program was 2 percentage points bigger than the audience to the November 19 'Hart and Lorne' show but still just over half the size of the usual audience to 'Rowan and Martin'. This week's audience was also much smaller than audiences attracted to 'Hart and Lorne' programs in previous seasons when they ran occasionally in the 'Sunday At Nine' slot. With individual indices for the six comedy portions of the program ranging from a high of only 62 for the 'Shop-lifters' item to a low of 40 for the 'Who Am I' skit, and with viewers also being particularly critical of the performance of the guest singer, the program as a whole rated an index of enjoyment of only 44 - about equal to the previous low for a 'Hart and Lorne' program. (A more detailed account of audience reactions to this 'Hart and Lorne' special has been separately reported.)
- . This week's fourth program in the series of Wednesday night music specials was THE SOUND OF AUGUST, a music-documentary highlighting the formation of the 1971 National Youth Orchestra. Broadcast from 9:30-10:30 pm,



the program showed members of the orchestra in training sessions, in rehearsal, on a sight-seeing tour, and in actual performances under this year's conductor George Tintner. The audience was 7 per cent - about the same size as the audience to each of the season's first two Wednesday evening (9:30-10:30 pm) music specials but several percentage points smaller than the audience to last week's 90-minute (9:30-11:00 pm) presentation of the Puccini opera 'La Rondine'. An index of enjoyment of 67 for 'The Sound Of August' rated it above the norm for the four Wednesday evening musical specials presented so far:

| <u>Date</u> | <u>Program</u>   | <u>Index<br/>Enjoyment</u> | <u>Audience<br/>Size</u> |
|-------------|--|----------------------------|--------------------------|
| Dec. 29     | 'Orchestral Passage'<br>(Vancouver Chamber Orchestra)    | 7                          | 59                       |
| Jan. 5      | 'An English Concert'<br>(Toronto Symphony Orchestra)     | 8                          | 53                       |
| Jan. 12     | 'La Rondine'<br>(The Puccini opera)                      | 10                         | 63                       |
| Jan. 19     | 'The Sound Of August'<br>(1971 National Youth Orchestra) | 7                          | 67                       |

This level of audience enjoyment for this week's program also compares very favourably with the much lower index of 45 recorded last January 1971 for a similar documentary on the 1970 World Youth Orchestra.

On Saturday afternoon (from 2:30- 4:00 pm EST) and on Sunday evening (at 7:00-8:00 pm EST but at 5:00 pm local time in British Columbia) the network provided live coverage of the CANADIAN FIGURE SKATING CHAMPIONSHIPS from London Ontario. The Saturday competitions drew a relatively big afternoon audience of 19 per cent, the Sunday broadcast a very substantial 29 per cent audience representing some three and a half million adult and teenage viewers. Both programs were very well received with audience enjoyment indices of 86-88.

- . From 2:30-5:33 pm eastern time on Sunday, the network covered the second NFL championship SUPER BOWL game. With the Dallas Cowboys winning a decisive victory over the Miami Dolphins, this year's game rated an index of enjoyment of 71. This is about the same level of audience enjoyment that was attained two years ago by the rather one-sided AFL-NFL 'Super Bowl' game, but far short of the index of 81 recorded for last year's more closely fought NFL championship. Sunday's game had a 20 per cent audience in Canada - significantly smaller than the 26 per cent audience to last year's contest and somewhat smaller also than the 22-23 per cent audience to each of the four annual AFL-NFL 'Super Bowl' games.

In recent weeks there has been a significant upward trend in viewing of most CBC Monday night programs:

- . THE IRISH ROVERS, which in its Monday 7:30-8:00 pm slot on metronet and some CBC affiliate stations had a September-December average audience of 16 per cent, has drawn somewhat bigger audiences of 18-20 per cent over the past three weeks. The series continues to be very well received by those who watch it, the index of enjoyment for this week's show being a specially high 86. (Information on viewer's reactions to the individual items in this week's 'Irish Rovers' program has been separately reported.)
- . Likewise THE PARTRIDGE FAMILY, which follows at 8:00-8:30 pm on Monday, has recently been drawing somewhat bigger adult-teenage audiences than it did during the earlier part of the season - 30 per cent both this week and last as against consistent pre-Christmas audiences of 26-27 per cent. This increase in viewing of the series at the national level is also reflected in the common CBC-CTV reception area where 'The Partridge Family' runs against the CTV's 'Medical Center'. With the latter showing no change in the size of its audience, the CBC series' early-season audience lead of 4:3 has now increased to about 5:3.

- . A recent increase in viewing is also evident with the CANNON crime drama series in the 8:30-9:30 pm Monday slot. The national audience has increased from a pre-January average of 25 per cent to 30-31 per cent in recent weeks. Here too, the CTV program in direct opposition - in this case the NBC-produced adventure series 'Nichols' - continues to draw about the same size of audience that it drew earlier this season. As a result, the disparity between the audience to it and to 'Cannon' has increased from an initial 2:1 in CBC's favour to just over 5:2 these past few weeks. Continuing to be very well received by those who watch it, 'Cannon' this week rated a typically high audience enjoyment index of 83.
  
- . Whereas the average audience to FRONT PAGE CHALLENGE (9:30-10:00 pm) up to the end of December was around 21 per cent, the audience to this week's program and to each of the past two weeks' broadcasts was in the somewhat higher 23-25 per cent range. And, with viewing of the opposing CTV 'Pig 'N' Whistle' series unchanged from earlier weeks, 'Front Page Challenge' is now out-rating the CTV series in the common CBC-CTV area in an audience ratio of 2:1. Always much enjoyed by those who watch it, 'Challenge' this week featured Lord Thompson of Fleet as the sole guest and rated a typically high index of enjoyment of 83.
  
- . The Monday 10:00-11:00 pm NATURE OF THINGS series has experienced a quite substantial increase in its audience since the beginning of January. Up to the end of the year the series' peak audience for half-hour programs (including several repeats) was 11 per cent, the average about 9 per cent. In sharp contrast, the January 3, 10 and 17 'wildlife' broadcasts - on the harp seal, grouse and polar bear - have drawn audiences of 15, 16 and (this week) 18 per cent respectively. Opposing 'The Nature Of Things' on CTV stations is the popular 'Ironside' series the audience to which has remained very stable throughout the season. As a result, in the common CBC-CTV coverage area, 'Ironside' now has a substantially smaller audience advantage over 'The Nature Of Things' (ratio about 3:2) than it had earlier this season (about 2:1). Equalling the previous peak enjoyment level for a program in this season's 'Nature Of Things' series, this week's program on the polar bear rated an extremely high audience enjoyment index of 91.

- Finally, the Monday 10:30-11:00 pm MAN ALIVE series this week drew a peak 10 per cent audience - up 2 percentage points from last week, 3-4 points from 'Man Alive' audiences in the latter half of December, and more than twice the size of the average audience to the series over the first two and a half months of the season. The attraction on this occasion was the first of a two-part study of the problems of recently-widowed people. Entitled 'Surviving', this week's program focused on a mother of three whose husband had died of cancer, and on a mother of five whose husband had been killed in an accident. The broadcast was quite favourably received by those who watched it, the index of 76 placing it among the four or five best received of this year's 'Man Alive' programs - average index of enjoyment for the series to date, 66.

CBC Research  
Ottawa



# A CBC RESEARCH REPORT

TV/72/8

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 21-27, 1972

### THIS WEEK

In addition to its regular schedule, the network this week carried the 25th annual NHL 'All-Star Hockey' game and a repeat showing of the opera 'Hansel and Gretel'. Due to insufficient advance notice of scheduling audience information is unavailable on four other special programs broadcast this week - the 90-minute National Film Board documentary 'L'Acadie, L'Acadie' on the clash a few years ago between French Acadian students of the University of Moncton and local officials, President Nixon's January 25 national television address, and two half-hour films titled 'The Gold Seekers' and 'St. Kilda, the Lonely Sea'. Nor, because of a change in scheduling, is data available for the Saturday 'Hockey Night In Canada' game between Toronto and Minnesota. This week also marked the network debut of 'The Whiteoaks Of Jalna' and saw the return to the metronet and some CBC affiliated stations of the 'World Of Music' and 'Encounter' series.

Regular programs pre-empted throughout the country this week included 'Analog', 'Technoflash', 'Audubon Wildlife Theatre', 'Nation's Business', 'Carol Burnett', 'Telescope', 'Tuesday Night' and 'Man At The Top'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 21-27, 1972

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| NHL ALL-STAR HOCKEY GAME                            | Tue. 8:30-11:02           | 38                  | 83                    |
| FLIP WILSON   | Sun. 8:00- 9:00           | 34                  | 81                    |
| CANNON  | Mon. 8:30- 9:30           | 29                  | 82                    |
| THE WONDERFUL WORLD OF DISNEY                       | Sun. 6:00- 7:00           | 28                  | 83                    |
| THE PARTRIDGE FAMILY                                | Mon. 8:00- 8:30           | 27                  | 81                    |
| 'THE WHITEOAKS OF JALNA' (Episode 1)                | Sun. 9:00-10:00           | 27                  | 57                    |
| ‡ * MARY TYLER MOORE                                | Tue. 8:00- 8:30           | 25                  | 79                    |
| FRONT PAGE CHALLENGE                                | Mon. 9:30-10:00           | 24                  | 79                    |
| O'HARA, UNITED STATES TREASURY                      | Thu. 8:00- 9:00           | 23                  | 79                    |
| ROWAN AND MARTIN                                    | Fri. 8:00- 9:00           | 21                  | 66                    |
| THE ROVERS  | Sun. 7:00- 7:30           | 19                  | 74                    |
| TOMMY HUNTER  | Fri. 9:00-10:00           | 19                  | 79                    |
| JIMMY STEWART                                       | Sun. 7:30- 8:00           | 18                  | 76                    |
| 'HANSEL AND GRETEL' (opera) (Repeat)                | Wed. 8:30-10:15           | 16                  | 56                    |
| THE NATURE OF THINGS ('The Lobster<br>and The Sea') | Mon. 10:00-10:30          | 14                  | 85                    |
| ‡ * CBC NATIONAL NEWS                               | S-S 11:00-11:21           | 14                  | 80                    |
| THIS LAND   | Wed. 8:00- 8:30           | 12                  | 80                    |
| + COUNTRYTIME (Repeat)                              | Sat. 8:30- 9:00           | 11                  | 76                    |
| EDGE OF NIGHT                                       | M-F 3:30- 4:00            | 11                  | 84                    |
| CBC WEEKEND   | Sun. 10:00-11:00          | 10                  | 71                    |
| MAN ALIVE   | Mon. 10:30-11:00          | 9                   | 77                    |
| TOMMY BANKS   | Wed. 10:30-11:00          | 8                   | 65                    |
| FAMILY COURT  | M-F 4:00- 4:30            | 6                   | 71                    |
| + CANADIAN COLLEGE SPORTS                           | Sat. 2:00- 4:00           | 4                   | 71                    |
| COUNTRY CANADA                                      | Sun. 1:30- 2:00           | 4                   | 77                    |
| TAKE THIRTY   | M-F 3:00- 3:30            | 3                   | 74                    |
| ONE NORTHERN SUMMER                                 | Wed. 4:30- 5:00           | 3                   | 85                    |
| + * PROVINCIAL AFFAIRS                              | Sat. 11:38-11:44          | 2                   | \$                    |

‡ Joined in progress in the West.

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

‡ Pre-empted in CBMT (Montreal) on Saturday.

+ Pre-empted on CBMT (Montreal).

\$ Sample too small for reliable reporting of enjoyment level.

reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 21-27, 1972

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                                       |                           |                     |                       |
| THE IRISH ROVERS (Repeat)   | Mon. 7:30- 8:00           | 17                  | 84                    |
| HYMN SING   | Sun. 5:30- 6:00           | 11                  | 83                    |
| PROGRAM X ('A Patch Of Barley')   | Thu. 9:30-10:00           | 7                   | 44                    |
| * CBC CHAMPIONSHIP CURLING  | Sat. 4:00- 5:00           | 5                   | 74                    |
| IN THE MOOD   | Thu. 7:30- 8:00           | 5                   | 48                    |
| MIDWEEK   | Thu. 10:00-11:00          | 3                   | 74                    |
| * * UPDATE  | Sat. 6:00- 6:30           | 3                   | \$                    |
| * * LET'S CALL THE WHOLE THING ORFF                                     | Sat. 7:00- 7:30           | 2                   | \$                    |
| THE GALLOPING GOURMET   | M-F 1:30- 2:00            | 2                   | 65                    |
| * * REPLAY  | Sat. 6:30- 7:00           | 2                   | \$                    |
| * * VIEWPOINT   | M-F 11:22-11:29           | 2                   | 69                    |
| WORLD OF MUSIC  | Sun. 3:00- 4:00           | 2                   | \$                    |
| PAUL BERNARD, PSYCHIATRIST  | M-F 2:00- 2:30            | 1                   | \$                    |
| SUZUKI ON SCIENCE   | Sun. 2:00- 2:30           | 1                   | \$                    |
| ENCOUNTER   | Sun. 2:30- 3:00           | 1                   | \$                    |
| <u>CBC METRONET</u>   |                           |                     |                       |
| ALL IN THE FAMILY   | Thu. 9:00- 9:30           | 22                  | 89                    |
| THE WONDERFUL WORLD OF DISNEY   | Sun. 6:00- 7:00           | 14                  | 83                    |
| * GET SMART   | M-F 5:30- 6:00            | 11                  | 78                    |
| SINGALONG JUBILEE   | Wed. 7:30- 8:00           | 7                   | 75                    |
| DICK VAN DYKE   | Fri. 7:30- 8:00           | 7                   | 83                    |
| WORLD TV SHOWCASE (Main Chance - 'First<br>You Eat, Later We Ruin You') | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>   |                           |                     |                       |
| IRONSIDE  | Mon. 10:00-11:00          | 18                  | 81                    |
| DEAN MARTIN   | Thu. 8:30- 9:30           | 18                  | 74                    |
| THE UNDERSEA WORLD OF JACQUES COUSTEAU<br>(The Forgotten Mermaids')     | Sun. 7:30- 8:30           | 15                  | 88                    |
| + * WEDNESDAY NIGHT MOVIE (Various)                                     | Wed. 8:00-10:30           | 14                  | 75                    |
| MEDICAL CENTER  | Mon. 7:30- 8:30           | 14                  | 84                    |
| MARCUS WELBY, M.D.  | Tue. 8:00- 9:00           | 14                  | 82                    |
| F.B.I.  | Fri. 10:00-11:00          | 14                  | 79                    |
| + MANNIX  | Sun. 10:00-11:00          | 14                  | 80                    |
| + THE BOLD ONES   | Thu. 10:00-11:00          | 13                  | 84                    |
| + LONGSTREET  | Thu. 7:30- 8:30           | 13                  | 80                    |
| THE PERSUADERS  | Tue. 10:00-11:00          | 12                  | 79                    |
| FRIDAY NIGHT MOVIE ('Raid On Rommel')                                   | Fri. 8:00-10:00           | 11                  | 73                    |
| + DORIS DAY   | Mon. 7:00- 7:30           | 11                  | 75                    |
| + ACADEMY PERFORMANCE ('Story Of A Woman')                              | Sat. 8:00-10:00           | 11                  | 76                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00           | 10                  | 73                    |
| NICHOLS   | Mon. 8:30- 9:30           | 10                  | 74                    |
| DON RICKLES   | Fri. 7:30- 8:00           | 9                   | 70                    |
| ROLLIN' ON THE RIVER  | Sat. 7:00- 8:00           | 9                   | 70                    |
| CTV NATIONAL NEWS   | S-S 11:00-11:18           | 9                   | 81                    |
| HERE COME THE SEVENTIES   | Thu. 9:30-10:00           | 8                   | 72                    |
| ROOM 222  | Sun. 7:00- 7:30           | 8                   | 75                    |
| IAN TYSON   | Tue. 9:30-10:00           | 8                   | 73                    |
| WIDE WORLD OF SPORTS  | Sat. 4:30- 6:00           | 7                   | 80                    |
| ANYTHING YOU CAN DO   | M-F 3:30- 4:00            | 7                   | 81                    |
| ANOTHER WORLD   | M-F 3:00- 3:30            | 5                   | 83                    |
| W5  | Sun. 9:00-10:00           | 5                   | 77                    |
| STORY THEATRE   | Fri. 7:00- 7:30           | 4                   | 52                    |
| + SPORTS BEAT '72   | Wed. 10:30-11:00          | 4                   | 74                    |
| WHAT'S THE GOOD WORD?   | M-F 2:30- 3:00            | 3                   | 70                    |

# Pre-empted on CBMT (Montreal)

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

S Sample too small for reliable reporting of enjoyment level.



## PROGRAM NOTES

At 9:00-10:00 pm on Sunday, the network presented the first program of the CBC-produced THE WHITEOAKS OF JALNA series based on the Jalna novels of Mazo de la Roche. Starring in the series are Kate Reid, Paul Harding, Amelia Hall, Don Scardino and Maureen O'Brien. This first episode drew a 27 per cent audience representing some 3.2 million adult and teenage viewers - an audience considerably smaller than the 34 per cent audience attracted to the first episode of the BBC's 'Henry VIII' series in this same 'Sunday At Nine' slot last March, but bigger than the 23 per cent audience to the opening episode of the recently concluded 'Elizabeth R', and bigger also than the 18-19 per cent opening audience to each of the three other 'Sunday At Nine' drama series of recent years - 'The Manipulators' (January 1971), 'Corwin' (November 1970) and 'The Forsyte Saga' (April 1970).

Viewer reaction to this initial 'Jalna' program was, however, much less favourable than to the first instalment of most of these other series, its index of audience enjoyment being just 57 as against respective indices of 79, 78, 74, 63 and 55 for 'Elizabeth R', 'Henry VIII', 'Corwin', 'The Forsyte Saga' and 'The Manipulators'. This level of audience enjoyment of Sunday's 'Jalna' program also falls a little below average (index 60) for all previous one-occasion CBC drama productions in this season's 'Sunday At Nine' series. Results of special questioning on 'Jalna' made it abundantly clear that many viewers had great difficulty in following the thread of the story - some because they had been confused by the switches between different time periods, others because of a difficulty in identifying and sorting out the many characters involved. Indeed some 38 per cent of all who watched the program spontaneously voiced such a complaint, an unusually heavy amount of criticism of this kind to be directed at the initial program in a serial drama. (A more detailed account of viewer response to this initial 'Jalna' episode has been separately reported.)

At 10 per cent, this week's audience to CBC WEEKEND (Sunday 10:00-11:00 pm) was unchanged from the week before, and also virtually the same size as the audience the week before that to the (half-hour) interview with Prime Minister Trudeau - in each case some 2-3 percentage points above average for the 'Weekend' series as a whole. The content of this week's program: a report on the case of a Yukon tourist-resort operator whose land, without his prior knowledge, has been staked out by an American mining company; a look at a labour

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 21-27, 1972

| DATE        | TIME<br>(Eastern, pm) | CBC PROGRAM                    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM                                |   |
|-------------|-----------------------|--------------------------------|--|--|---|
| FRI<br>21ST | 7:00- 7:30            | Local Programming              |  | STORY THEATRE                              |   |
|             | 7:30- 8:00            | Not Complete Network           |  | DON RICKLES                                |   |
|             | 8:00- 8:30            | ROWAN AND MARTIN               | 19   | FRIDAY NIGHT MOVIE<br>( 'Raid On Rommel' ) |   |
|             | 8:30- 9:00            |                                |  |  |   |
|             | 9:00- 9:30            | TOMMY HUNTER                   | 15   |  |   |
|             | 9:30-10:00            |                                |  |  |   |
|             | 10:00-10:30           | Not Complete Network           |  | 16   | F.B.I.  |
|             | 10:30-11:00           |                                |  |  |   |
| SUN<br>23RD | 7:00- 7:30            | THE ROVERS                     | 15   | 9  | ROOM 222  |
|             | 7:30- 8:00            | JIMMY STEWART                  | 15   | 17   | THE UNDERSEA WORLD OF JACQUES<br>COUSTEAU ( 'The Forgotten<br>Mermaids' ) |
|             | 8:00- 8:30            | FLIP WILSON                    | 31   |  |   |
|             | 8:30- 9:00            | Not Complete Network           |  |  |   |
|             | 9:00- 9:30            | 'THE WHITEOAKS OF JALNA'       | 26   | 6  | W5  |
|             | 9:30-10:00            |                                |  |  |   |
|             | 10:00-10:30           | CBC WEEKEND                    | 9  | 15   | + MANNIX  |
|             | 10:30-11:00           |                                |  |  |   |
| MON<br>24TH | 7:00- 7:30            | Local Programming              |  | 12   | + DORIS DAY   |
|             | 7:30- 8:00            | Not Complete Network           |  | 16   | MEDICAL CENTER  |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY           | 23   |  |   |
|             | 8:30- 9:00            | CANNON                         | 25   | 10   | NICHOLS   |
|             | 9:00- 9:30            | FRONT PAGE CHALLENGE           | 21   | 11   | PIG 'N' WHISTLE   |
|             | 9:30-10:00            |                                |  |  |   |
|             | 10:00-10:30           |                                |  | THE NATURE OF THINGS                       | 14  |
|             | 10:30-11:00           | MAN ALIVE                      | 7  |  |   |
| THU<br>27TH | 7:00- 7:30            | Local Programming              |  | Not Complete Network                       |   |
|             | 7:30- 8:00            | Not Complete Network           |  | 19   | + LONGSTREET  |
|             | 8:00- 8:30            | O'HARA, UNITED STATES TREASURY | 19   |  |   |
|             | 8:30- 9:00            |                                |  | Not Complete Network                       | 9   |
|             | 9:00- 9:30            |                                |  |  |   |
|             | 9:30-10:00            |                                |  |  |   |
|             | 10:00-10:30           |                                |  |  |   |
|             | S-S                   | 10:30-11:00                    | * CBC NEWS                                     | 12   | 9   |
| 11:00-11:20 |                       |                                |  |  |   |

+ Not carried (on this day and at this time) on all CTV stations.

\* Re-scheduled in the East and pre-empted on CBMT (Montreal) on Saturday.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Tuesday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday, Tuesday and Wednesday data in this table.

dispute in Burgeo, Newfoundland; a comment by the Canadian National Director of the United Steelworkers of America on the current protectionist sentiments in U.S. trade unions; and an interview with President Ali Bhutto of Pakistan. At 71, the index of audience enjoyment for the program as a whole was about average for 'Weekend' this season.

- . On Tuesday, at 8:30-11:02 pm eastern time, the network provided live coverage of the 25th annual NHL ALL-STAR HOCKEY GAME. The audience was 38 per cent - in the absence of Saturday's 'Hockey' (for which no data is available this week) the biggest audience of the week recorded for any program. This was, however, a significantly smaller audience than the 44 per cent attracted to last year's 'All-Star' game, also broadcast on a Tuesday, at this same hour, in mid-January. Maintaining the same high level of audience enjoyment of the last three 'All-Star' contests, this year's game, which saw the West win 3-2 over the East, rated an index of enjoyment of 83.
- . From 8:30-10:15 pm on Wednesday, the network repeated last season's CBC-production of Englebert Humperdinck's opera HANSEL AND GRETEL. Starring were Judith Forst, Christine Anton and Maureen Forrester. The audience was 16 per cent, only about two-thirds as big as the audience attracted to the original showing at 8:00 pm on Wednesday December 23, 1970, but substantially bigger than the 10 per cent audience to the recent (January 12) presentation of Puccini's opera 'La Rondine', and about twice as big as the audience to each of the three other programs in this current series of Wednesday night music specials(see last weeks report, page 11). It should be noted here, however, that the CTV network did not carry an NHL hockey game this Wednesday, hence this week's 'Hansel and Gretel', in some parts of the country at least, ran against much less formidable opposition on CTV stations than did any of these previous Wednesday music programs. Slightly less favourably received than the original Christmas-week broadcast (index 60), this week's 'Hansel and Gretel' rated an audience enjoyment index of 56.
- . Returning to its usual Sunday 3:00-4:00 pm slot on the metronet and on some CBC affiliated stations, THE WORLD OF MUSIC this week opened a new season with a film of an October 1971 concert marking United Nations Day,

originating from the General Assembly Hall at the U.N. and marking the world premiere performance of 'A Hymn To The United Nations', composed and conducted by cellist Pablo Casals. The 2 per cent audience to the program was too small to provide a reliable indication of viewer enjoyment.

- . Surpassing by a slight margin its peak 10-11 per cent audiences of the last two weeks, THIS LAND (Wednesday 8:00-8:30 pm) this week drew an audience of 12 per cent for a program that told the story of 'Markoosie', author of 'Harpoon of the Hunter', and operator of a charter flight service out of Resolute Bay. The index of enjoyment was a high 80, just slightly above average for 'This Land' programs this season.
- . At 74, the average index for this week's five TAKE THIRTY programs (3:00-3:30 pm) was some 3 percentage points below the enjoyment norm for the current series. Individual indices ranged from a high of 78 for the Monday visit to the Canadian Mothercraft Society Center in Toronto, to a low of 70 for the Wednesday magazine featuring interviews with model-actress 'Twiggy', movie critic Clyde Gilmour, and CBC producer Jim Murray. Tuesday's program marking 'Robbie Burns Day', Thursday's discussion of V.D. and the non-medical use of drugs, and Friday's program on the current air traffic controllers strike all had indices of enjoyment in the 72-75 range. The average day audience to 'Take Thirty' this week was 3 per cent, the cumulative audience over the five days, 8 per cent.
- . Thursday's PROGRAM X (9:30-10:00 pm on the metronet and some affiliate stations) was the Rudi Dorn drama 'A Patch of Barley'. Set in turn-of-the-century Canada, the story concerned an escaped convict, a pursuing police officer, and a trapper and his wife who offered assistance. Though the size of audience, at 7 per cent, was slightly above average for 'Program X' this season (range to date 4-6 per cent), most people who watched the play didn't much enjoy it, the index of enjoyment for the audience as a whole being only 44 - just slightly above the previous low for the current series.
- . At 14 per cent, this week's audience to THE NATURE OF THINGS (Monday 10:00-10:30 pm), while down somewhat from the peak 18 per cent audience to last week's program on the 'Polar Bear', still maintained the generally higher audience level that the series has held since the beginning of January -



averaging about 16 per cent compared with an average 9 per cent over the first three months of the season. Monday's program, 'Lobsters and The Sea', studied the life cycle of the crustacean and discussed the effects of pollution on the species. With the great majority of those who watched the documentary rating it a highly interesting program and one from which they had learned a great deal that they hadn't known before, the index of enjoyment for the audience as a whole was 85 - about equal to the high average index for all 'Nature Of Things' programs this season.

- . Thursday's MIDWEEK (10:00-11:00 pm on the metronet and some affiliate stations) had a typically small national audience of 3 per cent - 4 per cent in the metronet area where the program is fully available. Included this week: an interview with Labour Minister Bryce Mackasey about the government's current disputes with air traffic controllers, CBC technicians and postal workers; a report from Munich on Radio Free Europe and Radio Liberty; a panel on which a number of eminent scientists discussed problems of the ecology; and an interview with Gerald Le Dain, Chairman of the Commission of Inquiry on the Non-medical Uses of Drugs.
- . In the concluding program of a two-part study of the circumstances and state of mind of recently widowed persons, MAN ALIVE (Monday 10:30-11:00 pm) continued a discussion with a young mother and talked also with an elderly widow who had been married for some 50 years. The broadcast drew a 9 per cent audience and rated an index of enjoyment of 77 - both virtually unchanged from the viewing and enjoyment levels attained by the first of the two programs.
- . At 2:30-3:00 pm on Sunday, the ENCOUNTER series returned to the metronet and to some affiliated stations with a program featuring the Honorable Eric Keirans as guest. The 1 per cent audience was too small to give an accurate indication of the level of viewer enjoyment. Next week this series moves to the later 4:00 pm Sunday slot on the full network.



# A CBC RESEARCH REPORT

TV/72/9

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 28-FEBRUARY 3, 1972

## THIS WEEK

Information is available this week on three special programs from Sapporo, Japan, featuring aspects of the Olympic Winter Games prior to the start of the competitive events; also on a film biography of British sailor-aviator Sir Francis Chichester. Late notice of scheduling prevented audience data being obtained on three other full network specials - one on Australian tennis star Margaret Court, one on a Prince Edward Island auction, and one a 'consumer report' on automobiles. The week also marked the return to the full network of 'The New Majority' series.

Regular CBC programs pre-empted throughout the country included 'World Television Showcase', 'Canadian College Sports', 'This Land', 'Man At The Top' and 'Program X'.

## SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 28-FEBRUARY 3, 1972

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| FLIP WILSON   | Sun. 8:00- 9:00           | 34                  | 75                    |
| THE WONDERFUL WORLD OF DISNEY                               | Sun. 6:00- 7:00           | 34                  | 82                    |
| HOCKEY NIGHT IN CANADA                                      | Sat. 8:00-10:29           | 32                  | 75                    |
| CAROL BURNETT   | Tue. 8:30- 9:30           | 31                  | 74                    |
| CANNON  | Mon. 8:30- 9:30           | 30                  | 83                    |
| THE PARTRIDGE FAMILY  | Mon. 8:00- 8:30           | 29                  | 80                    |
| THE WHITEOAKS OF JALNA (Episode 2)                          | Sun. 9:00-10:00           | 27                  | 65                    |
| THE NATURE OF THINGS ('The Vanishing<br>People - Yanomami') | Mon. 10:00-11:00          | 26                  | 80                    |
| FRONT PAGE CHALLENGE  | Mon. 9:30-10:00           | 24                  | 79                    |
| O'HARA, UNITED STATES TREASURY                              | Thu. 8:00- 9:00           | 23                  | 78                    |
| MARY TYLER MOORE  | Tue. 8:00- 8:30           | 23                  | 76                    |
| ROWAN AND MARTIN  | Fri. 8:00- 9:00           | 23                  | 64                    |
| THE ROVERS  | Sun. 7:00- 7:30           | 22                  | 72                    |
| JIMMY STEWART   | Sun. 7:30- 8:00           | 22                  | 74                    |
| TOMMY HUNTER (Repeat)                                       | Fri. 9:00-10:00           | 19                  | 80                    |
| WINTER OLYMPICS (OPENING CEREMONIES)                        | Wed. 9:00-10:15           | 18                  | 83                    |
| COUNTRYTIME   | Sat. 10:30-11:00          | 16                  | 75                    |
| CBC NATIONAL NEWS   | S-S 11:00-11:21           | 14                  | 81                    |
| TELESCOPE (Profile of Mark Warren)                          | Tue. 9:30-10:00           | 14                  | 66                    |
| EDGE OF NIGHT   | M-F 3:30- 4:00            | 12                  | 85                    |
| CBC WEEKEND   | Sun. 10:00-11:00          | 10                  | 62                    |
| AUDUBON WILDLIFE THEATRE                                    | Sun. 5:00- 5:30           | 9                   | 87                    |
| TUESDAY NIGHT ('Operation Barbarossa')                      | Tue. 10:00-11:00          | 9                   | 72                    |
| FAMILY COURT  | M-F 4:00- 4:30            | 8                   | 80                    |
| * TOMMY BANKS   | Wed. 10:30-11:00          | 8                   | 65                    |
| TAKE THIRTY   | M-F 3:00- 3:30            | 4                   | 75                    |
| COUNTRY CANADA  | Sun. 1:30- 2:00           | 4                   | 84                    |
| PROVINCIAL AFFAIRS  | Sat. 11:15-11:22          | 3                   | 65                    |
| NATION'S BUSINESS (Progressive<br>Conservative Party)       | Sun. 11:15-11:21          | 3                   | \$                    |
| ONE NORTHERN SUMMER   | Wed. 4:30- 5:00           | 3                   | 86                    |
| ENCOUNTER   | Sun. 4:00- 4:30           | 2                   | \$                    |
| THE NEW MAJORITY  | Sun. 4:30- 5:00           | 1                   | \$                    |

\* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.



English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

#### PROGRAM NOTES

Over the first four weeks of January when it presented a new series of half-hour wildlife programs - on the harp

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 28-FEBRUARY 3, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                        |                           |                     |                       |
| THE IRISH ROVERS MUSIC HALL                              | Mon. 7:30- 8:00           | 13                  | 75                    |
| WINTER OLYMPICS (Highlights)                             | Thu. 9:30-10:00           | 13                  | 78                    |
| HYMN SING  | Sun. 5:30- 6:00           | 12                  | 86                    |
| CBC CHAMPIONSHIP CURLING                                 | Sat. 4:00- 5:00           | 6                   | 76                    |
| SAPPORO PRE-OLYMPIC SPECIAL                              | Sat. 2:00- 3:00           | 5                   | 77                    |
| IN THE MOOD  | Thu. 7:30- 8:00           | 4                   | 56                    |
| MIDWEEK  | Thu. 10:00-11:00          | 4                   | 59                    |
| * LET'S CALL THE WHOLE THING ORFF                        | Sat. 7:00- 7:30           | 3                   | 51                    |
| * REPLAY   | Sat. 6:30- 7:00           | 3                   | 66                    |
| * UPDATE   | Sat. 6:00- 6:30           | 3                   | 76                    |
| THE GALLOPING GOURMET                                    | M-F 1:30- 2:00            | 3                   | 70                    |
| WORLD OF MUSIC   | Sun. 3:00- 4:00           | 3                   | \$                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | 71                    |
| PAUL BERNARD, PSYCHIATRIST                               | M-F 2:00- 2:30            | 2                   | \$                    |
| ANALOG   | Sun. 1:00- 1:30           | 2                   | \$                    |
| SUZUKI ON SCIENCE  | Sun. 2:00- 2:30           | 1                   | \$                    |
| <u>CBC METRONET</u>                                      |                           |                     |                       |
| ALL IN THE FAMILY  | Thu. 9:00- 9:30           | 23                  | 89                    |
| THE WONDERFUL WORLD OF DISNEY                            | Sun. 6:00- 7:00           | 10                  | 81                    |
| GET SMART  | M-F 5:30- 6:00            | 11                  | 78                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 8                   | 79                    |
| * SINGALONG JUBILEE (Repeat)                             | Wed. 7:30- 8:00           | 7                   | 70                    |
| 'THE LONELY SEA AND THE SKY' (Sir Francis<br>Chichester) | Fri. 10:00-11:00          | 3                   | \$                    |
| <u>CTV PROGRAMS</u>                                      |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:28           | 25                  | 83                    |
| FRIDAY NIGHT MOVIE ('Deadlier Than The<br>Male')         | Fri. 8:00-10:00           | 16                  | 69                    |
| MARCUS WELBY, M.D.                                       | Tue. 8:00- 9:00           | 15                  | 87                    |
| F.B.I.   | Fri. 10:00-11:00          | 14                  | 78                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 14                  | 77                    |
| MEDICAL CENTER   | Mon. 7:30- 8:30           | 13                  | 82                    |
| + LONGSTREET   | Thu. 7:30- 8:30           | 13                  | 77                    |
| + MANNIX (Repeat)  | Sun. 10:00-11:00          | 13                  | 78                    |
| IRONSIDE   | Mon. 10:00-11:00          | 12                  | 80                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 11                  | 79                    |
| ROLLIN' ON THE RIVER                                     | Sat. 7:00- 8:00           | 11                  | 68                    |
| + THE BOLD ONES  | Thu. 10:00-11:00          | 11                  | 81                    |
| + ACADEMY PERFORMANCE ('River Of Mystery')               | Sat. 8:00-10:00           | 11                  | 67                    |
| + DORIS DAY  | Mon. 7:00- 7:30           | 10                  | 75                    |
| ROOM 222   | Sun. 7:00- 7:30           | 10                  | 77                    |
| DON RICKLES  | Fri. 7:30- 8:00           | 9                   | 72                    |
| WIDE WORLD OF SPORTS                                     | Sat. 4:30- 6:00           | 9                   | 77                    |
| IAN TYSON  | Tue. 9:30-10:00           | 9                   | 75                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 8                   | 74                    |
| CTV NATIONAL NEWS  | S-S 11:00-11:18           | 8                   | 81                    |
| NICHOLS  | Mon. 8:30- 9:30           | 8                   | 72                    |
| ANYTHING YOU CAN DO                                      | M-F 3:30- 4:00            | 8                   | 81                    |
| HERE COME THE SEVENTIES                                  | Thu. 9:30-10:00           | 7                   | 68                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 6                   | 84                    |
| STORY THEATRE  | Fri. 7:00- 7:30           | 5                   | 72                    |
| WHAT'S THE GOOD WORD?                                    | M-F 2:30- 3:00            | 4                   | 78                    |
| W5   | Sun. 9:00-10:00           | 4                   | 59                    |
| + SPORTS BEAT '72  | Wed. 10:30-11:00          | 4                   | 77                    |

\* Re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

seal, grouse, polar bear and lobster - THE NATURE OF THINGS series (Monday 10:00-10:30 pm) has drawn much bigger (14-18 per cent) audiences than were attracted to most of its programs earlier in the season. This week, 'The Nature Of Things' further enlarged its audience to a peak 26 per cent with an hour-long (10:00-11:00 pm) documentary on the Yanomami tribe of South America. This represents an audience of some 3.2 million adults and teenagers - one of the biggest audiences ever to be reached by a CBC information program series, and one of the few to approach the three-and-a-half million audience level attained by several 'This Hour Has Seven Days' programs during the final (1965-66) season of that series. All of this was reflected in the common CBC-CTV area where 'The Nature Of Things' this week, for the first time on record, out-drew the popular opposing CTV series 'Ironside', the audience ratio being reversed from its usual 3:2 in CTV's favour to just over 3:2 this week in favour of 'The Nature Of Things'. As with all of this season's 'Nature Of Things' programs, this week's documentary was much enjoyed (index 80) by the great majority of those who watched it.

. The first of this week's three programs from Sapporo, Japan, the site of the 1972 Winter Olympic Games, was a PRE-OLYMPIC SPECIAL report on the Canadian contingent at the Games. Broadcast on Saturday, from 2:00-3:00 pm, on the CBC metronet and some affiliated stations, the program had a 5 per cent national audience and an enjoyment index of 77, a little above average for CBC network programs this season.

. Then at 9:00-10:15 pm eastern time on Wednesday, the full network provided live coverage from Japan, via satellite, of the OLYMPIC WINTER GAMES OPENING CEREMONIES. The program, showing the arrival of Emperor Hirohito, the marchpast of some 1100 athletes, and the raising of the flags of the competing nations, drew an 18 per cent audience representing some 2.2 million adult and teenage viewers. With a substantial two-thirds of those who watched the program rating it one they had enjoyed "very much", the index of enjoyment for the audience as a whole was a high 83.

. And on Thursday, from 9:30-10:00 pm, a program of WINTER OLYMPIC HIGHLIGHTS, carried on the metronet and on some CBC affiliated stations, had a 13 per cent audience. This program looked at the 'Snow Festival' presented by the City of Sapporo prior to the opening of the games, at some of the

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 21-FEBRUARY 3, 1972

| DATE        | TIME   | CBC PROGRAM                    |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM          |  |   |
|-------------|--|--------------------------------|----|--|----------------------|--|---|
| FRI<br>28TH | 7:00- 7:30   | Local Programming              |    |  | 5                    | STORY THEATRE                                      |   |
|             | 7:30- 8:00   | Not Complete Network           |    |  | 11                   | DON RICKLES  |   |
|             | 8:00- 8:30   | ROWAN AND MARTIN               |    | 19   | 18                   | FRIDAY NIGHT MOVIE<br>( 'Deadlier Than The Male' ) |   |
|             | 8:30- 9:00   |                                |    |  |                      |  |   |
|             | 9:00- 9:30   | TOMMY HUNTER (Repeat)          |    | 16   |                      |  |   |
|             | 9:30-10:00   | Not Complete Network           |    |  |                      |  |   |
|             | 10:00-10:30  |                                |    |  |                      |  |   |
| 10:30-11:00 |  |                                |    |  |                      |  |   |
| SUN<br>30TH | 7:00- 7:30   | THE ROVERS                     |    | 16   | 11                   | ROOM 222   |   |
|             | 7:30- 8:00   | JIMMY STEWART                  |    | 18   | 12                   | MOD SQUAD  |   |
|             | 8:00- 8:30   | FLIP WILSON                    |    | 31   |                      |  |   |
|             | 8:30- 9:00   |                                |    |  | Not Complete Network |  |   |
|             | 9:00- 9:30   | ' THE WHITEOAKS OF JALNA '     |    | 26   | 6                    | WS   |   |
|             | 9:30-10:00   | CBC WEEKEND                    |    | 9  | 14                   | + MANNIX (Repeat)                                  |   |
|             | 10:00-10:30  |                                |    |  |                      |  |   |
| 10:30-11:00 |  |                                |    |  |                      |  |   |
| MON<br>31ST | 7:00- 7:30   | Local Programming              |    |  | 12                   | + DORIS DAY  |   |
|             | 7:30- 8:00   | Not Complete Network           |    |  | 15                   | MEDICAL CENTER                                     |   |
|             | 8:00- 8:30   | THE PARTRIDGE FAMILY           |    | 25   |                      |  |   |
|             | 8:30- 9:00   | CANNON                         |    | 27   | 9                    | NICHOLS  |   |
|             | 9:00- 9:30   | FRONT PAGE CHALLENGE           |    |  | 20                   | 9  | PIG 'N' WHISTLE                           |
|             | 9:30-10:00   |                                |    |  |                      |  |   |
|             | 10:00-10:30  |                                |    |  |                      |  |   |
| 10:30-11:00 | THE NATURE OF THINGS ( 'The Vanishing People-Yanomami' ) |                                | 24 | 14   | IRONSIDE             |  |   |
| TUE<br>1ST  | 7:00- 7:30   | Local Programming              |    |  | Not Complete Network |  |   |
|             | 7:30- 8:00   | Not Complete Network           |    |  | 16                   | MARCUS WELBY, M.D.                                 |   |
|             | 8:00- 8:30   | MARY TYLER MOORE               |    | 19   |                      |  |   |
|             | 8:30- 9:00   | CAROL BURNETT                  |    | 28   | Not Complete Network |  |   |
|             | 9:00- 9:30   | TELESCOPE                      |    |  | 13                   | 9  | IAN TYSON                                 |
|             | 9:30-10:00   |                                |    |  |                      |  |   |
|             | 10:00-10:30  |                                |    |  |                      |  |   |
| 10:30-11:00 | TUESDAY NIGHT ( 'Operation Barbarossa' )                 |                                | 8  | 16   | THE PERSUADERS       |  |   |
| THU<br>3RD  | 7:00- 7:30   | Local Programming              |    |  | Not Complete Network |  |   |
|             | 7:30- 8:00   | Not Complete Network           |    |  | 15                   | + LONGSTREET                                       |   |
|             | 8:00- 8:30   | O'HARA, UNITED STATES TREASURY |    | 19   |                      |  |   |
|             | 8:30- 9:00   |                                |    |  |                      |  |   |
|             | 9:00- 9:30   | Not Complete Network           |    |  | 8                    | 8  | 'AN EVENING WITH BURT BACHARACH' (Repeat) |
|             | 9:30-10:00   |                                |    |  |                      |  |   |
|             | 10:00-10:30  |                                |    |  |                      |  |   |
| 10:30-11:00 |  |                                |    |  |                      |  |   |
| S-S         | 11:00-11:20  | CBC NEWS                       |    | 12   | 9                    | CTV NEWS   |   |

+ Not carried (on this day and at this time) on all CTV stations.  
 # Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.



receptions held for the athletes, at the day's hockey contest and at Canada's chances in the various events. The index of audience enjoyment - 78.

- . At 9:00-10:00 pm on Sunday the network carried the second program of the CBC-produced THE WHITEOAKS OF JALNA drama series. Despite a somewhat less than enthusiastic audience response to its opening episode (index of enjoyment 57), the series this week maintained its initial audience level of 27 per cent and was somewhat more enjoyed by those who watched it with an enjoyment index this week of 65. Results of special questioning indicate that while many viewers are obviously still having difficulty in following the thread of the 'Jalna' story, this was not quite so widespread a complaint this week as last.
- . Maintaining the somewhat increased viewing level that it has had since early January, CBC WEEKEND (Sunday 10:00-11:00 pm) this week drew another 10 per cent audience. Viewer reaction, however, to this week's program was much less favourable than to previous 'Weekend' programs this season. In fact, the index of enjoyment of 62 for Sunday's broadcast as a whole is some 5 points short of the previous low for the series and much below the current 'Weekend' enjoyment norm of 72. The content of the program: an interview with NDP party leader David Lewis; a film study of the anti-Vietnam war movement; a conversation with Sheik Mujibur Rahman, Prime Minister of Bangladesh; and a 90th birthday tribute to former Canadian Prime Minister Louis St. Laurent.
- . TUESDAY NIGHT (10:00-11:00 pm) this week presented 'Operation Barbarossa', a documentary by British film-maker Peter Batty recounting the political and military background of the 1941 German attack on the Soviet Union. Maintaining the same above-average viewing level of the last two programs in the 'Tuesday Night' series, this week's broadcast drew a 9 per cent audience; it was only moderately well received, however, the index of enjoyment of 72 being one of the lowest for 'Tuesday Night' in recent weeks and only about average for the current series as a whole. The complete record for 'Tuesday Night' to date:

| <u>Date</u> | <u>Program</u>   | <u>Per Cent<br/>Viewing</u> | <u>Index Of<br/>Enjoyment</u> |
|-------------|--|-----------------------------|-------------------------------|
| Sept. 14    | A review of the conflict in Northern Ireland                         | 7                           | 74                            |
| Sept. 21    | Feature on the Niagara Falls   | 8                           | 74                            |
| Sept. 28    | Canada's image abroad  | 6                           | 67                            |
| Oct. 5      | A look back at the October 1970 crisis in Quebec                     | 7                           | 75                            |
| Oct. 12     | BBC documentary on earthquake prospects in San Francisco             | 10                          | 88                            |
| Oct. 19     | Two styles of travel in Canada: conducted bus tours and hitch-hiking | 7                           | 67                            |
| Oct. 26     | Profile of author Morley Callaghan                                   | 4                           | 63                            |
| Nov. 2      | The decease of the Toronto 'Telegram'                                | 6                           | 72                            |
| Nov. 9      | Modern Formosa: a look at the regime and the people                  | 6                           | 81                            |
| Nov. 16     | Profile of Dr. Norman Bethune (repeat)                               | 6                           | 82                            |
| Nov. 23     | Energy resources in North America                                    | 5                           | 84                            |
| Nov. 30     | On homosexuals   | 10                          | 50                            |
| Dec. 7      | The Progressive Conservative party: the past and the present         | 4                           | 67                            |
| Dec. 14     | Economic development of Japan in recent years                        | 6                           | 82                            |
| Dec. 21     | A report on the India-Pakistan war                                   | 6                           | 69                            |
| Dec. 28     | A review of the top news events of 1971                              | 7                           | 73                            |
| Jan. 4      | On the U.N. and its successive Secretaries-General                   | 6                           | 75                            |
| Jan. 11     | On some of the human aspects of the Vietnam war                      | 10                          | 76                            |
| Jan. 18     | The hydro-electric power of British Columbia's Fraser River          | 9                           | 86                            |
| Feb. 1      | Documentary on Hitler's 1941 attack on the Soviet Union              | 9                           | 72                            |

At 9:30-10:00 pm on Tuesday, TELESCOPE this week profiled the career of Mark Warren, the Emmy award-winning director of 'Rowan and Martin's Laugh-In' and one-time producer of variety programs for the CBC. Shown with several 'Laugh-In' regulars, Warren talked about his television work and his new feature-film assignment. The audience was 14 per cent, equal in size to the previous peak 'Telescope' audience this season - for the November 30 portrait of entertainer Gordie Tapp - and 4 percentage points above average for the current 'Telescope' series as a whole. This week's program was not, however, one of the more enjoyed of this season's 'Telescope' profiles, the index of enjoyment of 66 being below the norm for a series that has, so far this season, had indices ranging from a low of 51 to a high of 85 with an average index of 69 for the series as a whole.

With all but one of its five programs rating indices of 76-78, TAKE THIRTY (weekdays 3:00-3:30 pm) had a generally favourable audience reception this week. The one exception was the Monday talk with historian Arnold Toynbee (index 68). The remaining programs included, on Friday, discussions of the law relating to abortion and the non-medical use of drugs; on Tuesday, a report on the smoking habits of young Canadians; on Wednesday, a discussion of 'money matters' with economist Dian Cohen; and on Thursday, a look at a new approach to teaching music to school children. The average day audience to 'Take Thirty' this week was the usual 4 per cent.

- . Broadcast in its usual Thursday 10:00-11:00 pm slot on the metronet and some CBC affiliated stations, MIDWEEK this week examined the drug scene in Canada. The film, produced by Ralph Thomas and originally shown as part of last season's 'CBC Weekend' series, included interviews with drug users and 'pushers', police officers and medical authorities. While the index of audience enjoyment for the original presentation of the documentary on the full CBC network last February was 66, Thursday's repeat broadcast rated an index of only 59. The size of the audience to this week's 'Midweek' program was a typically small 4 per cent.
- . Special guest on this week's TOMMY BANKS SHOW (Wednesday 10:30-11:00 pm but rescheduled in the Atlantic provinces) was singer-composer Gene MacLellan. The program drew the same 8 per cent audience that the series has had on each of its last three occasions and, with an index of 65, was

about as much enjoyed as last week's program featuring Catherine McKinnon and Don Harron. With indices of earlier 'Tommy Banks' programs ranging from a low of 55 for the December 29 show with actor Leslie Nielsen to a high of 75 for the January 19 edition featuring Juliette, the average index for the series to date is 63.

- . This week's IRISH ROVERS program on CBC metronet and some affiliated stations (Monday, 7:30-8:00 pm) was another 'Music Hall' special with the usual 'Music Hall' host Jimmy Kennedy and featuring, on this occasion, guest Stanley Holloway. The audience was 13 per cent, slightly below average for the four previous 'Music Hall' specials and, in line with past performance, significantly smaller than the average 16 per cent audience for regular 'Irish Rovers' programs. Likewise, the index of enjoyment of 75 for this week's program, while about average for the 'Music Hall' specials, was much below the average index of 84 for 'Irish Rovers' programs in the regular series.
- . In its Sunday 1:30-2:00 pm slot on the full network, COUNTRY CANADA has been drawing audiences of 4-5 per cent these past few weeks compared with consistent audiences of 3 per cent up to the end of December. Always much enjoyed by the majority of those who watch it (the series has an average enjoyment index of 79), 'Country Canada' this week rated an even higher index of 84 for a program on 'sea farming' that included reports on the cultivation of the octopus in Japan and of the oyster in Prince Edward Island.
- . The ALL IN THE FAMILY comedy series, running in the Thursday 9:00-9:30 pm slot on the CBC metronet (and on the independent Hamilton station), this week increased its audience a further percentage point to the 23 per cent level - and, as always, was very well received (index of enjoyment 89) by those who watched it. With the pre-emption this week on CTV network stations of the directly opposing 'Dean Martin' series over which (in the common CTV-metronet reception area) 'All In The Family' has been maintaining an audience advantage of about 4:3, the CBC network show this week ran against a repeat showing of a Burt Bacharach music special for



which no audience data is available. 'All In The Family', incidentally, is the first CBC program on record, running in direct opposition to 'Dean Martin' on CTV stations, that has succeeded in regularly outrating this popular NBC-produced series.

- Broadcast this season at 11:15-11:22 pm on Saturday and Sunday respectively, both the late night political series, PROVINCIAL AFFAIRS and THE NATION'S BUSINESS, have been drawing fairly consistent weekly audiences of 3 per cent. This is, in each case, only about one-fifth the size of the audience to the immediately preceding 'National News'. It is also too small an audience to provide a reliable index of viewer reactions to individual 'Provincial Affairs' and 'Nation's Business' broadcasts. The general indications are, however, that neither of these series is very much enjoyed even by those who watch it, the average index of enjoyment of each being about 63-64
- Featured guests on this week's edition of the Saturday REPLAY series (6:30-7:00 pm on the metronet and on some CBC affiliated stations) were Canadian long jumper Bob Beamon and cyclist Joselyn Lovell. Both the size of the audience to this week's program (3 per cent nationally) and the level of audience enjoyment (index 66) were close to average for the series.

CBC Research  
Ottawa



# A CBC RESEARCH REPORT

TV/72/10

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 4-10, 1972

### THIS WEEK

This week's schedule included nine special broadcasts from the Winter Olympic Games in Sapporo, Japan; a music special 'Two In Concert'; and two films - 'European Dreams of Love' and 'The Continuous Past' - each scheduled at too late a date to be covered by this week's survey. Nor, because of a change in scheduling, is information available this week for a 'World Of Music' program on the music of Russia. The week also marked the season premiere of the 'Man At The Center' series.

The many regular CBC programs pre-empted throughout the country this week included 'Dick Van Dyke', 'Canadian College Sports', 'Replay', 'Suzuki On Science', 'Technoflash', 'Cannon', 'This Land', 'In The Mood', and one edition of 'Take Thirty'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 4-10, 1972

| PROGRAM  | DAY/TIME<br>Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|--------------------------|---------------------|-----------------------|
| FLIP WILSON  | Sun. 8:00- 9:00          | 37                  | 76                    |
| THE WONDERFUL WORLD OF DISNEY                        | Sun. 6:00- 7:00          | 37                  | 88                    |
| HOCKEY NIGHT IN CANADA                               | Sat. 8:00-10:29          | 32                  | 74                    |
| CAROL BURNETT  | Tue. 8:30- 9:30          | 31                  | 73                    |
| THE PARTRIDGE FAMILY                                 | Mon. 8:00- 8:30          | 28                  | 81                    |
| WINTER OLYMPICS (Highlights)                         | Mon. 8:30- 9:30          | 27                  | 88                    |
| MARY TYLER MOORE                                     | Tue. 8:00- 8:30          | 26                  | 79                    |
| O'HARA, UNITED STATES TREASURY                       | Thu. 8:00- 9:00          | 26                  | 78                    |
| JIMMY STEWART  | Sun. 7:30- 8:00          | 25                  | 77                    |
| THE ROVERS   | Sun. 7:00- 7:30          | 25                  | 77                    |
| FRONT PAGE CHALLENGE                                 | Mon. 9:30-10:00          | 25                  | 77                    |
| THE WHITEOAKS OF JALNA (Episode 3)                   | Sun. 9:00-10:00          | 23                  | 62                    |
| + ROWAN AND MARTIN                                   | Fri. 8:00- 9:00          | 22                  | 66                    |
| WINTER OLYMPICS (Highlights)                         | Wed. 8:00- 8:30          | 19                  | 86                    |
| COUNTRYTIME  | Sat. 10:30-11:00         | 17                  | 79                    |
| + TOMMY HUNTER                                       | Fri. 9:00-10:00          | 17                  | 81                    |
| ★ CBC NATIONAL NEWS                                  | S-S 11:00-11:21          | 16                  | 81                    |
| TELESCOPE (Profile of bush pilot 'Punch'<br>Dickens) | Tue. 9:30-10:00          | 13                  | 83                    |
| CBC WEEKEND  | Sun. 10:00-11:00         | 12                  | 69                    |
| EDGE OF NIGHT  | M-F 3:30- 4:00           | 12                  | 81                    |
| MAN AT THE TOP                                       | Wed. 8:30- 9:30          | 11                  | 62                    |
| WINTER OLYMPICS (Hockey)                             | Sat. 2:00- 4:00          | 11                  | 71                    |
| FAMILY COURT   | M-F 4:00- 4:30           | 9                   | 77                    |
| AUDUBON WILDLIFE THEATRE                             | Sun. 5:00- 5:30          | 8                   | 89                    |
| MAN AT THE CENTRE (Henry David Thoreau)              | Mon. 10:00-11:00         | 8                   | 74                    |
| TOMMY BANKS  | Wed. 10:30-11:00         | 8                   | 69                    |
| TUESDAY NIGHT (Peace Research Institutes)            | Tue. 10:00-11:00         | 7                   | 68                    |
| TWO IN CONCERT                                       | Wed. 9:30-10:30          | 7                   | 50                    |
| COUNTRY CANADA                                       | Sun. 1:30- 2:00          | 5                   | 82                    |
| ‡ TAKE THIRTY  | Tu-F 3:00- 3:30          | 4                   | 76                    |
| ONE NORTHERN SUMMER                                  | Wed. 4:30- 5:00          | 3                   | 86                    |
| NATION'S BUSINESS (Liberal Party)                    | Sun. 11:15-11:21         | 3                   | \$                    |
| + PROVINCIAL AFFAIRS                                 | Sat. 11:15-11:22         | 2                   | \$                    |
| ENCOUNTER  | Sun. 4:00- 4:30          | 2                   | \$                    |
| THE NEW MAJORITY                                     | Sun. 4:30- 5:00          | 2                   | \$                    |

+ Pre-empted in some areas.

★ Re-scheduled in some areas on Friday.

‡ Joined in progress at 3:08 pm in the East on Friday.

\$ Sample too small for reliable reporting of enjoyment level.



conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

### PROGRAM NOTES

- . At 10:00-11:00 pm on Monday, MAN AT THE CENTER made its season debut with a documentary on the life and work of 19th century writer, naturalist, and philosopher Henry David Thoreau. Narration was by folksinger Pete Seeger. The 8 per cent audience was about the same size as audiences in recent weeks to 'Man Alive' (Monday 10:30-11:00 pm), but only about half as

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 4-10, 1972

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                                     |                           |                     |                       |
| THE IRISH ROVERS (Repeat)   | Mon. 7:30- 8:00           | 18                  | 85                    |
| WINTER OLYMPICS (Highlights)  | Tue. 7:30- 8:00           | 16                  | 86                    |
| WINTER OLYMPICS (Highlights)  | Thu. 9:00- 9:30           | 16                  | 86                    |
| WINTER OLYMPICS (Highlights)  | Fri. 7:30- 8:00           | 15                  | 84                    |
| HYMN SING (Repeat)  | Sun. 5:30- 6:00           | 12                  | 83                    |
| † WINTER OLYMPICS (Highlights)  | Sun. 2:00- 3:00           | 11                  | 86                    |
| * WINTER OLYMPICS (Highlights)  | Sat. 6:30- 7:00           | 11                  | 85                    |
| WINTER OLYMPICS (Women's Downhill Ski<br>Racing)                      | Fri. 11:30-12:59am        | 10                  | 83                    |
| CBC CHAMPIONSHIP CURLING  | Sat. 4:00- 5:00           | 6                   | 80                    |
| * LET'S CALL THE WHOLE THING ORFF                                     | Sat. 7:00- 7:30           | 4                   | 47                    |
| * UPDATE  | Sat. 6:00- 6:30           | 4                   | 77                    |
| PROGRAM X ('Bits And Pieces')   | Thu. 9:30-10:00           | 3                   | 54                    |
| MIDWEEK   | Thu. 10:00-11:00          | 3                   | 50                    |
| THE GALLOPING GOURMET   | M-F 1:30- 2:00            | 2                   | 70                    |
| * VIEWPOINT   | M-F 11:22-11:29           | 2                   | 72                    |
| PAUL BERNARD, PSYCHIATRIST  | M-F 2:00- 2:30            | 2                   | \$                    |
| <u>CBC METRONET</u>   |                           |                     |                       |
| ALL IN THE FAMILY   | Thu. 7:30- 8:00           | 20                  | 88                    |
| THE WONDERFUL WORLD OF DISNEY   | Sun. 6:00- 7:00           | 19                  | 87                    |
| GET SMART   | M-F 5:30- 6:00            | 11                  | 76                    |
| SINGALONG JUBILEE   | Wed. 7:30- 8:00           | 6                   | 74                    |
| † WORLD TV SHOWCASE (Main Chance - 'A<br>Little Black and White Lie') | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>   |                           |                     |                       |
| HOCKEY  | Wed. 8:00-10:30           | 26                  | 69                    |
| IRONSIDE (Repeat)   | Mon. 10:00-11:00          | 16                  | 75                    |
| MARCUS WELBY, M.D.  | Tue. 8:00- 9:00           | 16                  | 86                    |
| F.B.I.  | Fri. 10:00-11:00          | 14                  | 76                    |
| THE PERSUADERS  | Tue. 10:00-11:00          | 13                  | 78                    |
| MEDICAL CENTER  | Mon. 7:30- 8:30           | 13                  | 82                    |
| * MANNIX  | Sun. 10:00-11:00          | 13                  | 79                    |
| FRIDAY NIGHT MOVIE ('The Champagne<br>Murders')                       | Fri. 8:00-10:00           | 13                  | 49                    |
| ACADEMY PERFORMANCE ('The Ride To<br>Hangman's Tree')                 | Sat. 8:00-10:00           | 12                  | 70                    |
| MOD SQUAD   | Sun. 7:30- 8:30           | 12                  | 77                    |
| * THE BOLD ONES   | Thu. 10:00-11:00          | 11                  | 80                    |
| DON RICKLES   | Fri. 7:30- 8:00           | 11                  | 69                    |
| UNTAMED WORLD   | Sun. 5:00- 5:30           | 10                  | 81                    |
| ROLLIN' ON THE RIVER  | Sat. 7:00- 8:00           | 10                  | 65                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00           | 10                  | 72                    |
| NICHOLS   | Mon. 8:30- 9:30           | 9                   | 65                    |
| ROOM 222  | Sun. 7:00- 7:30           | 9                   | 80                    |
| * DORIS DAY   | Mon. 7:00- 7:30           | 9                   | 70                    |
| * LONGSTREET  | Thu. 7:30- 8:30           | 9                   | 81                    |
| CTV NATIONAL NEWS   | S-S 11:00-11:15           | 9                   | 81                    |
| 'IN SEARCH OF THE REAL CHE GUEVARA'                                   | Sun. 8:30-10:00           | 9                   | 75                    |
| IAN TYSON   | Tue. 9:30-10:00           | 9                   | 72                    |
| ANYTHING YOU CAN DO   | M-F 3:30- 4:00            | 8                   | 79                    |
| WIDE WORLD OF SPORTS  | Sat. 4:30- 6:00           | 7                   | 79                    |
| ANOTHER WORLD   | M-F 3:00- 3:30            | 7                   | 85                    |
| HERE COME THE SEVENTIES (Repeat)                                      | Thu. 9:30-10:00           | 6                   | 69                    |
| STORY THEATRE   | Fri. 7:00- 7:30           | 5                   | 55                    |
| WHAT'S THE GOOD WORD?   | M-F 2:30- 3:00            | 4                   | 80                    |
| * SPORTS BEAT '72   | Wed. 10:30-11:00          | 4                   | 74                    |

△ Broadcast at 9:00-9:30 pm on CHCH (Hamilton).

\* Pre-empted in some areas.

+ Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

\* Not carried (on this day and at this time) on all CTV stations.

\$ Same is too small for reliable reporting of enjoyment level.

big as audiences in January to each of the four half-hour (10:00-10:30 pm Monday) 'Nature Of Things' broadcasts and very much smaller than the unusually large 26 per cent audience to last Monday's 'Nature Of Things' documentary on the Yanomami (10:00-11:00 pm). The index of audience enjoyment for this first 'Man At The Center' program of the season was 74.

- . At 12 per cent, this week's audience to CBC WEEKEND (Sunday 10:00-11:00 pm) was 2 percentage points bigger than average 'Weekend' audiences in January, the index of enjoyment, 69, just on average for the series over the previous four weeks. The content of Sunday's program: a commentary on the situation in Northern Ireland; a discussion of a legal ruling on a recent abortion case; a report on the controversy surrounding the alleged Howard Hughes autobiography; a visit to a Toronto boutique that employs 'topless' salesgirls; and a report on the recent Liberal party convention in Newfoundland and interview with new leader Edward Roberts.
- . Thursday's MIDWEEK (10:00-11:00 pm on the metronet and some CBC affiliated stations) had a group of students view and then discuss two films documenting extreme youth movements. The first film, 'Thank You, Jesus', looked at the growing fundamentalist Jesus movement and the other, 'Edjo', at motorcycle gangs. With a typically small 'Midweek' audience of 3 per cent, the broadcast as a whole rated an audience enjoyment index of only 50. This compares with the series' previous low of 59 (for last week's repeat showing of a documentary on drugs and the law) and with an average index of enjoyment of 70 for all 'Midweek' programs this season.
- . Indices of enjoyment for individual TAKE THIRTY programs this week (weekdays, 3:00-3:30 pm but pre-empted on Monday) did not differ significantly from the average index of 76 for the four programs as a whole. The content: on Friday, a discussion of jealousy and how to cope with it; on Tuesday and Wednesday, a two-part interview with author Duncan Pryde; and on Thursday, a report from Newfoundland on a fisherman's union organized by a Roman Catholic priest. The average day audience to 'Take Thirty' this week was 4 per cent.
- . At 23 per cent the audience to this week's third program of the CBC-produced THE WHITEOAKS OF JALNA drama series (Sunday 9:00-10:00 pm) was down somewhat from the 27 per cent audience

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 4-10, 1972

| DATE        | TIME<br>(Eastern, pm) | CBC PROGRAM                                  | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS |    | CTV PROGRAM                              |
|-------------|-----------------------|--|--|----|--|
| SUN<br>6TH  | 7:00- 7:30            | THE BARRIERS                                 | 19   | 11 | ROOM 222                                 |
|             | 7:30- 8:00            | JIMMY STEWART                                | 20   | 13 | MOD SQUAD                                |
|             | 8:00- 8:30            | FLIP WILSON                                  | 34   |    |  |
|             | 8:30- 9:00            |  |  |    |  |
|             | 9:00- 9:30            | 'THE WHITEOAKS OF JALNA'                     | 22   | 10 | 'IN SEARCH OF THE REAL<br>CHE GUEVARA'   |
|             | 9:30-10:00            |  |  |    |  |
|             | 10:00-10:30           | CBC WEEKEND                                  | 11   | 15 | + MANNIX                                 |
|             | 10:30-11:00           |  |  |    |  |
| MON<br>7TH  | 7:00- 7:30            | Local Programming                            |  | 10 | + DORIS DAY                              |
|             | 7:30- 8:00            | Not Complete Network                         |  |    |  |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY                         | 24   | 15 | MEDICAL CENTER                           |
|             | 8:30- 9:00            | WINTER OLYMPICS (Highlights)                 | 25   | 11 | NICHOLS                                  |
|             | 9:00- 9:30            |  |  |    |  |
|             | 9:30-10:00            | FRONT PAGE CHALLENGE                         | 22   | 11 | PIG 'N' WHISTLE                          |
|             | 10:00-10:30           | MAN AT THE CENTRE                            | 7  | 18 | IRONSIDE (Repeat)                        |
|             | 10:30-11:00           |  |  |    |  |
| TUE<br>8TH  | 7:00- 7:30            | Local Programming                            |  |    | Not Complete Network                     |
|             | 7:30- 8:00            | Not Complete Network                         |  |    |  |
|             | 8:00- 8:30            | MARY TYLER MOORE                             | 22   | 17 | MARCUS WELBY, M.D.                       |
|             | 8:30- 9:00            | CAROL BURNETT                                | 27   |    |  |
|             | 9:00- 9:30            |  |  |    | Not Complete Network                     |
|             | 9:30-10:00            | TELESCOPE                                    | 11   | 9  | IAN TYSON                                |
|             | 10:00-10:30           | TUESDAY NIGHT (Peace Research<br>Institutes) | 7  | 15 | THE PERSUADERS                           |
|             | 10:30-11:00           |  |  |    |  |
| THU<br>10TH | 7:00- 7:30            | Local Programming                            |  |    | Not Complete Network                     |
|             | 7:30- 8:00            | Not Complete Network                         |  |    |  |
|             | 8:00- 8:30            | O'HARA, UNITED STATES TREASURY               | 21   | 10 | + LONGSTREET                             |
|             | 8:30- 9:00            |  |  | #  | 'THE MUSICAL MAGIC OF BURT<br>BACHARACH' |
|             | 9:00- 9:30            |  |  |    |  |
|             | 9:30-10:00            | Not Complete Network                         |  | 7  | HERE COME THE SEVENTIES<br>(Repeat)      |
|             | 10:00-10:30           |  |  |    |  |
|             | 10:30-11:00           |  |  | 13 | + THE BOLD ONES                          |
| S-S         | 11:00-11:20           | * CBC NEWS                                   | 13   | 10 | CTV NEWS                                 |

\* Re-scheduled in some areas on Friday.

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available.

NOTE: 'Live' (non-delayed) programming on Friday, Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Friday, Saturday and Wednesday data in this table.



to each of the two preceding episodes. Audience enjoyment of the series remains relatively low, with Sunday's program rating an index (62) about mid-way between the respective indices of 57 and 65 recorded for the first and second 'Jalna' programs.

- . At 9:30-10:00 pm on Tuesday, TELESCOPE this week profiled the career of flyer 'Punch' Dickins who won the Distinguished Flying Cross in World War I and who later became a bush pilot and made the first commercial flight across the Arctic Circle. With the majority of those who saw the program rating it as highly interesting, and with many viewers being particularly impressed by the courage of the early bush pilots whose efforts resulted in the opening up of Canada's northland, the index of enjoyment for the audience as a whole was a high 83. This ranks the 'Punch Dickins' program with the September 28 and November 23 profiles of Ma Murray and Allan Sapp respectively as the most enjoyed 'Telescope' broadcasts this season. And with a 13 per cent audience, Tuesday's program also about equalled the previous peak audience for the series this season and held the above-average viewing level that 'Telescope' programs have maintained since the beginning of January.
- . This week's TUESDAY NIGHT (10:00-11:00 pm) program, 'The Fight For Peace', looked at some of the western world's many institutions devoted to the treatment of peace as a science and, in particular, at the work of the Stockholm International Peace Research Institute. With viewing, at the 7 per cent mark, down somewhat from the 9-10 per cent level attained by each of the last three 'Tuesday Night' programs, this week's broadcast was no more than moderately well received with an index of 68 - one of the lowest levels of audience enjoyment recorded for 'Tuesday Night' this season.
- . Wednesday's TWO IN CONCERT, a cello-piano recital by Zara Nelsova and Grant Johannesen, was the sixth in a series of Wednesday evening music specials, two of which have been operas, the other four concert programs broadcast, like this week's recital, in the 9:30-10:30 pm slot. While each of these four programs has drawn virtually the same size of audience - 7-8 per cent - the extent to which they have been enjoyed by those who have watched them has been somewhat more varied. The index of enjoyment for this week's concert was just 50, as compared with an index of 53 for the January 5 'English Concert', an index of 59 for the December 29 'Orchestral Passage', and an index of 67 for 'The Sound Of August' on January 19.

At 9:30-10:00 pm on Thursday, on the CBC metronet and some affiliated stations, this week's PROGRAM X consisted of songs, readings and dramatizations by actor, one-time star of the CBC 'Quentin Durgens' series, Gordon Pinsent. The 3 per cent audience was, if anything, slightly below average for 'Program X' this season and the index of audience enjoyment, 54, only slightly above the relatively low average index for the current series. This level of audience enjoyment, incidentally, is considerably short of the index of enjoyment of 71 recorded last February for a 'Program X' selection of dramatic readings by Kate Reid.

Of this week's nine special CBC programs on the WINTER OLYMPIC GAMES in Sapporo Japan, three were shown on the full network and the remaining six on the metronet and on some CBC affiliated stations.

- . The biggest audience, of 27 per cent, went to the Monday (8:30-9:30 pm) full network program highlighting that day's events, with special emphasis on the women's figure skating competitions in which Karen Magnussen won a silver medal for Canada. The index of enjoyment for this broadcast was 88.
- . A similar half-hour program of 'Winter Olympic Highlights' shown on the full network at 8:00-8:30 pm on Wednesday was also much enjoyed with an index of 86. The size of the audience to this broadcast was 19 per cent.
- . The remaining full network 'Winter Olympic' special (at 2:00-4:00 pm EST on Saturday) provided live coverage of the Czechoslovakia vs Japan hockey game. This two-hour broadcast drew a relatively small audience of 11 per cent and was only moderately well received with an enjoyment index of 71.
- . Three of five 'Winter Olympic Highlights' programs shown on the metronet and on some CBC affiliated stations occupied prime-time viewing slots across the country. Each of these (at 7:30-8:00 pm on Friday and Tuesday evenings and at 9:00-9:30 pm on Thursday) drew a substantial 15-16 per cent audience; two other 'Highlights' programs (at 2:00-3:00 pm Sunday afternoon and at 6:30-7:00 pm on Saturday with rescheduling in Alberta and B.C.) each had

- . a somewhat smaller audience of 11 per cent. All five of these programs were very well received by those who watched them with enjoyment indices in the high 84-86 range. And a similarly high index of 83 was recorded for a Friday (11:30 pm-1:00 am EST) broadcast that provided live coverage of the women's downhill skiing events. The national audience to this late-night program was 10 per cent.
  
- . Now in its seventh week in the Wednesday 4:30-5:00 pm slot, the CBC-produced ONE NORTHERN SUMMER series on the Canadian Arctic is drawing weekly audiences of 3 per cent - about the same size of audience that was regularly attracted to the 'Tommy Tompkins' outdoor-wildlife series when it ran in this same slot earlier in the season. Also like 'Tommy Tompkins', this current series is being very well received by those who watch it. Maintaining the high level of enjoyment of each of the last two 'Northern Summer' programs, on the Pacific salmon and the polar bear, this week's look at the Alaskan terrain rated an index of enjoyment of 86.
  
- . The net result of a mid-January rescheduling of the weekday afternoon programs FAMILY COURT, GALLOPING GOURMET and PAUL BERNARD, PSYCHIATRIST has been a substantial increase in the CBC's 4:00-4:30 pm audience. 'Family Court', which now occupies this late afternoon full network slot, is currently drawing average day audiences of 8-9 per cent compared with audiences of only 4 per cent for 'Paul Bernard, Psychiatrist' when it ran in this same slot earlier in the season. Now in the 2:00-2:30 pm slot on the metronet and some CBC affiliated stations, the 'Bernard' series is drawing a daily audience (2 per cent) about equal in size to that of its predecessor in this slot, 'The Galloping Gourmet'. And 'The Galloping Gourmet', now in the 1:30-2:00 pm slot vacated by 'Family Court' (on the metronet and some affiliate stations) has a national audience of 2-3 per cent. 'Family Court' continues to be much enjoyed by those who watch it with an average index of enjoyment close to 80, 'The Galloping Gourmet' is now being only moderately well received with average indices of about 70, and 'Paul Bernard' continues to be very poorly received by its viewers with enjoyment indices in the 40's and 50's.





# A CBC RESEARCH REPORT

TV/72/12

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 11-17, 1972

## THIS WEEK

Special programming this week included four more broadcasts from the Winter Olympic Games in Sapporo, Japan, a 'Ginette Reno' and a 'Mireille Mathieu' music special, a Thursday evening review of that morning's 'Opening of Parliament', and an extra edition of 'This Land'. Due to insufficient advance notice of scheduling, however, no audience information is available on the two last-mentioned broadcasts.

Regular programs pre-empted throughout the country this week included 'Rowan and Martin', 'World Television Showcase', 'Canadian College Sports', 'Technoflash', 'World Of Music', and 'Midweek'.

## SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 11-17, 1972

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| THE WONDERFUL WORLD OF DISNEY                         | Sun. 6:00- 7:00           | 37                  | 89                    |
| FLIP WILSON   | Sun. 8:00- 9:00           | 34                  | 76                    |
| HOCKEY NIGHT IN CANADA                                | Sat. 8:00-10:29           | 33                  | 76                    |
| CANNON  | Mon. 8:30- 9:30           | 32                  | 84                    |
| CAROL BURNETT   | Tue. 8:30- 9:30           | 31                  | 77                    |
| THE PARTRIDGE FAMILY                                  | Mon. 8:00- 8:30           | 30                  | 83                    |
| O'HARA, UNITED STATES TREASURY                        | Thu. 8:00- 9:00           | 26                  | 81                    |
| MARY TYLER MOORE                                      | Tue. 8:00- 8:30           | 25                  | 81                    |
| THE ROVERS  | Sun. 7:00- 7:30           | 24                  | 74                    |
| FRONT PAGE CHALLENGE                                  | Mon. 9:30-10:00           | 23                  | 83                    |
| JIMMY STEWART   | Sun. 7:30- 8:00           | 22                  | 74                    |
| THE WHITEOAKS OF JALNA (Episode 4)                    | Sun. 9:00-10:00           | 21                  | 60                    |
| TOMMY HUNTER  | Fri. 9:00-10:00           | 20                  | 82                    |
| COUNTRYTIME   | Sat. 10:30-11:00          | 17                  | 79                    |
| CBC NATIONAL NEWS                                     | S-S 11:00-11:21           | 14                  | 82                    |
| TELESCOPE (Profile of Kate Reid)                      | Tue. 9:30-10:00           | 13                  | 66                    |
| 'GINETTE RENO'  | Fri. 8:00- 9:00           | 13                  | 62                    |
| EDGE OF NIGHT   | M-F 3:30- 4:00            | 12                  | 83                    |
| TUESDAY NIGHT ('One Way To Quit')                     | Tue. 10:00-11:00          | 12                  | 89                    |
| 'MIREILLE MATHIEU'                                    | Wed. 9:30-10:30           | 11                  | 66                    |
| WINTER OLYMPICS (Highlights)                          | Sat. 2:00- 3:30           | 11                  | 85                    |
| THIS LAND   | Wed. 8:00- 8:30           | 10                  | 77                    |
| ‡ MAN AT THE TOP                                      | Wed. 8:30- 9:30           | 9                   | 66                    |
| FAMILY COURT  | M-F 4:00- 4:30            | 9                   | 78                    |
| AUDUBON WILDLIFE THEATRE                              | Sun. 5:00- 5:30           | 8                   | 86                    |
| CBC WEEKEND   | Sun. 10:00-11:00          | 7                   | 68                    |
| MAN AT THE CENTER ('Paul Kane 1810-1871')<br>(Repeat) | Mon. 10:00-11:00          | 7                   | 80                    |
| 'SAPPORO IMPRESSION'                                  | Sat. 3:30- 4:00           | 5                   | 82                    |
| TOMMY BANKS   | Wed. 10:30-11:00          | 5                   | 57                    |
| TAKE THIRTY   | M-F 3:00- 3:30            | 4                   | 73                    |
| COUNTRY CANADA  | Sun. 1:30- 2:00           | 4                   | 78                    |
| ONE NORTHERN SUMMER                                   | Wed. 4:30- 5:00           | 3                   | 87                    |
| NATION'S BUSINESS (Progressive<br>Conservative Party) | Sun. 11:15-11:21          | 3                   | 63                    |
| ‡ PROVINCIAL AFFAIRS                                  | Sat. 11:15-11:22          | 3                   | 57                    |
| THE NEW MAJORITY                                      | Sun. 4:30- 5:00           | 2                   | \$                    |
| ENCOUNTER   | Sun. 4:00- 4:30           | 2                   | \$                    |

‡ Pre-empted in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

### PROGRAM NOTES

- In the usual 'Rowan and Martin' slot at 8:00-9:00 pm on Friday, the network this week carried a GINETTE RENO music special. Appearing with Miss Reno were the Rob Iscove

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 11-17, 1972

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                   |                           |                     |                       |
| THE IRISH ROVERS                                    | Mon. 7:30- 8:00           | 19                  | 84                    |
| WINTER OLYMPICS (Highlights)                        | Fri. 10:00-11:00          | 13                  | 87                    |
| HYMN SING   | Sun. 5:30- 6:00           | 12                  | 84                    |
| WINTER OLYMPICS (Highlights)                        | Sun. 2:30- 4:00           | 10                  | 88                    |
| PROGRAM X ('The Cutty Stool')                       | Thu. 9:30-10:00           | 7                   | 49                    |
| CBC CHAMPIONSHIP CURLING                            | Sat. 4:00- 5:00           | 6                   | 77                    |
| IN THE MOOD   | Thu. 7:30- 8:00           | 5                   | 63                    |
| * LET'S CALL THE WHOLE THING ORFF                   | Sat. 7:00- 7:30           | 4                   | 49                    |
| * UPDATE  | Sat. 6:00- 6:30           | 3                   | 77                    |
| * REPLAY  | Sat. 6:30- 7:00           | 3                   | 68                    |
| THE GALLOPING GOURMET                               | M-F 1:30- 2:00            | 2                   | 68                    |
| VIEWPOINT   | M-F 11:22-11:29           | 2                   | 73                    |
| ANALOG  | Sun. 1:00- 1:30           | 2                   | \$                    |
| PAUL BERNARD, PSYCHIATRIST                          | M-F 2:00- 2:30            | 2                   | \$                    |
| SUZUKI ON SCIENCE                                   | Sun. 2:00- 2:30           | 1                   | \$                    |
| <u>CBC METRONET</u>                                 |                           |                     |                       |
| ALL IN THE FAMILY                                   | Thu. 9:00- 9:30           | 24                  | 91                    |
| THE WONDERFUL WORLD OF DISNEY                       | Sun. 6:00- 7:00           | 20                  | 88                    |
| GET SMART   | M-F 5:30- 6:00            | 12                  | 78                    |
| DICK VAN DYKE                                       | Fri. 7:30- 8:00           | 6                   | 73                    |
| SINGALONG JUBILEE (Repeat)                          | Wed. 7:30- 8:00           | 6                   | 75                    |
| <u>CTV PROGRAMS</u>                                 |                           |                     |                       |
| ‡ HOCKEY  | Wed. 8:00-10:30           | 16                  | 80                    |
| MARCUS WELBY, M.D.                                  | Tue. 8:00- 9:00           | 16                  | 84                    |
| IRONSIDE  | Mon. 10:00-11:00          | 16                  | 80                    |
| DEAN MARTIN   | Thu. 8:30- 9:30           | 15                  | 73                    |
| MEDICAL CENTER                                      | Mon. 7:30- 8:30           | 14                  | 83                    |
| + MANNIX  | Sun. 10:00-11:00          | 14                  | 79                    |
| THE PERSUADERS                                      | Tue. 10:00-11:00          | 14                  | 79                    |
| F.B.I.  | Fri. 10:00-11:00          | 13                  | 80                    |
| MOD SQUAD   | Sun. 7:30- 8:30           | 13                  | 80                    |
| + LONGSTREET  | Thu. 7:30- 8:30           | 12                  | 80                    |
| + ACADEMY PERFORMANCE ('The Savage<br>Innocents')   | Sat. 8:00-10:00           | 12                  | 73                    |
| + THE BOLD ONES                                     | Thu. 10:00-11:00          | 12                  | 79                    |
| FRIDAY NIGHT MOVIE ('The Ipcress File')<br>(Repeat) | Fri. 8:00-10:00           | 11                  | 67                    |
| ROLLIN' ON THE RIVER                                | Sat. 7:00- 8:00           | 9                   | 65                    |
| ROOM 222  | Sun. 7:00- 7:30           | 9                   | 75                    |
| WIDE WORLD OF SPORTS                                | Sat. 4:30- 6:00           | 9                   | 81                    |
| CTV NATIONAL NEWS                                   | S-S 11:00-11:18           | 9                   | 78                    |
| DON RICKLES   | Fri. 7:30- 8:00           | 9                   | 69                    |
| IAN TYSON   | Tue. 9:30-10:00           | 8                   | 69                    |
| HERE COME THE SEVENTIES                             | Thu. 9:30-10:00           | 8                   | 63                    |
| PIG 'N' WHISTLE                                     | Mon. 9:30-10:00           | 8                   | 72                    |
| NICHOLS   | Mon. 8:30- 9:30           | 8                   | 73                    |
| ANYTHING YOU CAN DO                                 | M-F 3:30- 4:00            | 7                   | 80                    |
| UNTAMED WORLD                                       | Sun. 5:00- 5:30           | 7                   | 85                    |
| ANOTHER WORLD                                       | M-F 3:00- 3:30            | 6                   | 86                    |
| STORY THEATRE (Repeat)                              | Fri. 7:00- 7:30           | 5                   | 53                    |
| + SPORTS BEAT '72                                   | Wed. 10:30-11:00          | 5                   | 72                    |
| WHAT'S THE GOOD WORD?                               | M-F 2:30- 3:00            | 3                   | 81                    |

\* Re-scheduled in some areas.

‡ Not telecast in the Toronto region.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.



Dancers and the RCMP band. The enjoyment index for the program as a whole was only 62 - much below the average index of 75 for network programs this season. The audience, at 13 per cent, was about the same size as the audience to the last 'Rowan and Martin' pre-emption - the 'Hart and Lorne Terrific Hour' of January 14 - but much smaller than the usual 'Rowan and Martin' audience of 23 per cent.

- . Also not too well received was this week's other music special, on Wednesday at 9:30-10:30 pm - essentially a solo concert by singer MIREILLE MATHIEU. The index of audience enjoyment was only 66. The size of the audience, however, at 11 per cent, was half as big again as the audience to most of this season's Wednesday evening music specials.
- . This week's audience to the Wednesday (8:00-8:30 pm) THIS LAND was 10 per cent - about average for the series since the beginning of the year. Chronicling the history of Canada's shipping and ship-building industry with particular emphasis on her 19th Century Merchant Navy, the program rated an index of enjoyment of 77 - just marginally below the average index of 79 for the current 'This Land' series which, so far this season, has rated indices of enjoyment for individual programs in the 74-85 range.
- . Concluding its extensive coverage of the WINTER OLYMPIC GAMES in Sapporo Japan, the network this week carried three more 'Olympic Highlights' and a feature entitled 'Sapporo Impression'. Like most of the earlier 'Winter Olympic' specials, all these programs were very well received by the majority of those who watched them, each rating an index of enjoyment in the high 82-88 range. The biggest of these 'Olympic' audiences, 13 per cent, went to the Friday 10:00-11:00 pm program shown on the metronet and on some but not all CBC-affiliate stations. Then on Saturday, on the full network at 3:30-4:00 pm, 'Sapporo Impression', which had several sports commentators give their impressions of the host city, had a small 5 per cent audience. Immediately preceding this, at 2:00-3:30 pm on the full network, a 90-minute program of 'Olympic Highlights' drew an 11 per cent audience. Finally, on Sunday afternoon, from 2:30-4:00 pm, coverage of the concluding events and closing ceremonies of the games, broadcast by CBC metronet and some affiliate stations, drew a 10 per cent audience. The complete audience record of the English network's 'Winter Olympic' coverage:

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 11-17, 1972

| DATE        | TIME        | CBC PROGRAM                          |  | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM  |                                    |
|-------------|-------------|--------------------------------------|--|--|--|------------------------------------|
| FRI<br>11th | 7:00- 7:30  | Local Programming                    |  |  | 6  | STORY THEATRE (Repeat)             |
|             | 7:30- 8:00  | Not Complete Network                 |  |  | 10   | DON RICKLES                        |
|             | 8:00- 8:30  | 'GINETTE RENO'                       |  | 11   | FRIDAY NIGHT MOVIE<br>('The Ipccress File') (Repeat) |                                    |
|             | 8:30- 9:00  |                                      |  |  |  |                                    |
|             | 9:00- 9:30  | TOMMY HUNTER                         |  | 15   |  |                                    |
|             | 9:30-10:00  |                                      |  |  |  |                                    |
|             | 10:00-10:30 | Not Complete Network                 |  |  | 16   | F.B.I.                             |
| 10:30-11:00 |             |                                      |  |  |  |                                    |
| SUN<br>13th | 7:00- 7:30  | THE ROVERS                           |  | 18   | 11   | ROOM 222                           |
|             | 7:30- 8:00  | JIMMY STEWART                        |  | 17   | 15   | MOD SQUAD                          |
|             | 8:00- 8:30  | FLIP WILSON                          |  | 30   |  | Not Complete Network               |
|             | 8:30- 9:00  |                                      |  |  |  |                                    |
|             | 9:00- 9:30  | 'THE WHITEOAKS OF JALNA'             |  | 19   | #  | 'THE YEAR OF THE RAT'<br>(Vietnam) |
|             | 9:30-10:00  |                                      |  |  |  |                                    |
|             | 10:00-10:30 | CBC WEEKEND                          |  | 6  | 16   | + MANNIX                           |
| 10:30-11:00 |             |                                      |  |  |  |                                    |
| MON<br>14th | 7:00- 7:30  | Local Programming                    |  |  | Various Programming                                  |                                    |
|             | 7:30- 8:00  | Not Complete Network                 |  |  |  |                                    |
|             | 8:00- 8:30  | THE PARTRIDGE FAMILY                 |  | 25   | 16   | MEDICAL CENTER                     |
|             | 8:30- 9:00  | CANNON                               |  | 26   | 9  | NICHOLS                            |
|             | 9:00- 9:30  |                                      |  |  |  |                                    |
|             | 9:30-10:00  | FRONT PAGE CHALLENGE                 |  | 20   | 9  | PIG 'N' WHISTLE                    |
|             | 10:00-10:30 | MAN AT THE CENTER (Repeat)           |  | 6  | 18   | IRONSIDE                           |
| 10:30-11:00 |             |                                      |  |  |  |                                    |
| TUE<br>15th | 7:00- 7:30  | Local Programming                    |  |  | Not Complete Network                                 |                                    |
|             | 7:30- 8:00  |                                      |  |  |  |                                    |
|             | 8:00- 8:30  | MARY TYLER MOORE                     |  | 20   | 18   | MARCUS WELBY, M.D.                 |
|             | 8:30- 9:00  | CAROL BURNETT                        |  | 27   |  | Not Complete Network               |
|             | 9:00- 9:30  |                                      |  |  |  |                                    |
|             | 9:30-10:00  | TELESCOPE                            |  | 11   | 9  | IAN TYSON                          |
|             | 10:00-10:30 | TUESDAY NIGHT ('One Way<br>To Quit') |  | 11   | 16   | THE PERSUADERS                     |
| 10:30-11:00 |             |                                      |  |  |  |                                    |
| THU<br>17th | 7:00- 7:30  | Local Programming                    |  |  | Not Complete Network                                 |                                    |
|             | 7:30- 8:00  | Not Complete Network                 |  |  | 14   | + LONGSTREET                       |
|             | 8:00- 8:30  | O'HARA, UNITES STATES TREASURY       |  | 21   | 17   | DEAN MARTIN                        |
|             | 8:30- 9:00  |                                      |  |  |  |                                    |
|             | 9:00- 9:30  |                                      |  |  |  |                                    |
|             | 9:30-10:00  | Not Complete Network                 |  |  | 10   | HERE COME THE SEVENTIES            |
|             | 10:00-10:30 |                                      |  |  | 13   | + THE BOLD ONES                    |
| 10:30-11:00 |             |                                      |  |  |  |                                    |
| S-S         | 11:00-11:20 | CBC NEWS                             |  | 12   | 10   | CTV NEWS                           |

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

| DATE         | TIME (pm)              | NETWORK<br>COVERAGE | PROGRAM                           | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--------------|------------------------|---------------------|-----------------------------------|---------------------|-----------------------|
| Sat. Jan. 29 | 2:00- 3:00             | Limited             | Pre-Olympic Special               | 5%                  | 77                    |
| Wed. Feb. 2  | 9:00-10:15<br>EST      | Full                | Opening Ceremonies<br>(Live)      | 18%                 | 83                    |
| Thu. Feb. 3  | 9:30-10:00             | Limited             | Highlights                        | 13%                 | 78                    |
| Fri. Feb. 4  | 7:30- 8:00             | Limited             | Highlights                        | 15%                 | 84                    |
| Fri. Feb. 4  | 11:30pm- 1:00am<br>EST | Limited             | Women's Downhill<br>Skiing (Live) | 10%                 | 83                    |
| Sat. Feb. 5  | 2:00- 4:00<br>EST      | Full                | Hockey (Live)                     | 11%                 | 71                    |
| Sat. Feb. 5  | 6:30- 7:00             | Limited             | Highlights                        | 11%                 | 85                    |
| Sun. Feb. 6  | 2:00- 3:00             | Limited             | Highlights                        | 11%                 | 86                    |
| Mon. Feb. 7  | 8:30- 9:30             | Full                | Highlights                        | 27%                 | 88                    |
| Tue. Feb. 8  | 7:30- 8:00             | Limited             | Highlights                        | 16%                 | 86                    |
| Wed. Feb. 9  | 8:00- 8:30             | Full                | Highlights                        | 19%                 | 86                    |
| Thu. Feb. 10 | 9:00- 9:30             | Limited             | Highlights                        | 16%                 | 86                    |
| Fri. Feb. 11 | 10:00-11:00            | Limited             | Highlights                        | 13%                 | 87                    |
| Sat. Feb. 12 | 2:00- 3:30             | Full                | Highlights                        | 11%                 | 85                    |
| Sat. Feb. 12 | 3:30- 4:00             | Full                | 'Sapporo Impression'              | 5%                  | 82                    |
| Sun. Feb. 13 | 2:30- 4:00             | Limited             | Highlights                        | 10%                 | 88                    |

. TUESDAY NIGHT (10:00-11:00 pm) this week drew its biggest audience of the season with a powerful documentary on the health hazards of smoking - 'One Way To Quit'. The 12 per cent audience was 5 percentage points above average for the current series and 2 percentage points above the previous peak 'Tuesday Night' audience level this season. Nor has any previous 'Tuesday Night' program had a more enthusiastic reception than this one. Highly rated, on the various standard scales, as a clearly presented, informative documentary that had been well worth watching, the overall index of audience enjoyment was 89 - one of the two or three highest indices for a 'Tuesday Night' program this season and much above the average index of 73 for the series as a whole. (Late advice of scheduling prevented any special steps being taken to determine the effects of this program on the actual smoking habits of those who watched it.)

. Maintaining the above-average viewing level of its last few programs, TELESCOPE (Tuesday 9:30-10:00 pm) this week drew a 13 per cent audience with a profile of actress Kate Reid. The program showed Miss Reid being made up for her starring role in 'The Whiteoaks of Jalna', on the 'Jalna' set, and at home with her children. It rated an audience enjoyment index of 66 - just slightly below the average index of 69 for the 'Telescope' series and considerably short of the peak indices in the 80's for the most enjoyed 'Telescope' programs this season.

. TAKE THIRTY (weekdays 3:00-3:30 pm) had a very mixed audience reception this week. With individual indices ranging from a high of 80 for the Monday talk with nutritionist Adelle Davis to a low of 65 for the Tuesday discussion of the violence depicted in two recent films, the average index for the five programs was 73. Indices of 73 were recorded both for Friday's look at a Toronto distress centre and for the Wednesday program which demonstrated the refinishing of old furniture and discussed the 'Jalna' novels of Mazo de la Roche. The remaining Thursday program - a repeat interview with author Evelyn Richardson - rated an index of 76. The average day audience to 'Take Thirty' this week was the usual 4 per cent.

. On Sunday at 9:00-10:00 pm the fourth episode of THE WHITEOAKS OF JALNA attracted a 21 per cent audience. This represents a slight decline in the level of viewing from the 23 per cent of the week before and is substantially



below the 27 per cent audience level of the first two episodes. Sunday's drama rated an audience enjoyment index of 60. The 'Jalna' record to date:

| <u>DATE</u> | <u>PROGRAM</u> | <u>PER CENT VIEWING</u> | <u>INDEX OF ENJOYMENT</u> |
|-------------|----------------|-------------------------|---------------------------|
| Jan. 23     | Episode 1      | 27                      | 57                        |
| Jan. 30     | Episode 2      | 27                      | 65                        |
| Feb. 6      | Episode 3      | 23                      | 62                        |
| Feb. 13     | Episode 4      | 21                      | 60                        |

- . CBC WEEKEND (Sunday 10:00-11:00 pm) which, since early January has been drawing audiences of 10-12 per cent, this week drew only a 7 per cent audience that about equalled the previous low for the series. Nor was this week's 'Weekend' very well received, the index of audience enjoyment (68), for the third successive week, being several points below average (72) for the current series. The content of Sunday's program: a segment on the breakdown in U.S.-Canada trade talks including an interview with the Washington correspondent of an American business publication; a talk with four Americans who had taken part in the last friendly mission to Communist China; a look at skaters on Ottawa's Rideau Canal; and a report on the demands made by Metis and non-treaty Indians for housing grants.
- . At 10:00-11:00 pm on Monday, MAN AT THE CENTER repeated its most enjoyed program of last season - 'Paul Kane 1810-1871', a profile of the 19th century artist, which followed his travels across the Canadian west and compared the natural landscape as depicted by Kane with the landscape of today. Virtually just as highly acclaimed as the original broadcast (index of enjoyment 82), this week's repeat rated an index of 80 - 6 index points higher than the index of enjoyment attained by last week's 'Man At The Center' profile of 19th century writer Henry David Thoreau. The size of the audience was substantially unchanged - 7 per cent this week, 8 per cent last week.
- . On Thursday at 9:30-10:00 pm, on the metronet and some affiliate stations, this week's PROGRAM X was a poetic drama entitled 'The Cutty Stool'. Though the 7 per cent

audience about equalled in size the previous peak audience for a 'Program X' broadcast this season, most people who watched the play didn't enjoy it much and the index of enjoyment for the audience as a whole was just 49 - 3 points below the low enjoyment norm for the series.

. HYMN SING, broadcast on the metronet and on some CBC affiliated stations, continues each week to be much enjoyed by the large majority of those who watch it. The index for this week's program was 84, typical of indices (in the high 82-88 range) for most 'Hymn Sing' shows this season. The series is also drawing somewhat bigger audiences now than it did earlier this season, its current 11-12 per cent weekly audience being only slightly smaller than audiences to the series at about this time last year when it was being carried by a few more affiliate stations.

CBC Research  
Ottawa

# A CBC RESEARCH REPORT

TV/72/13

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 18-24, 1972

### THIS WEEK

Special network programming for which audience data is available included an adaptation of David Storey's play 'Home', a music-dance program 'One, Two, Three - Three In One', and a 'Gordie Tapp Show'. In addition, the metronet and some CBC affiliated stations carried the following programs which were scheduled too late to be included in this week's survey: three broadcasts covering President Nixon's visit to China, the Russia-Sweden 'Olympic Hockey' game, a repeat of a 'Take Thirty' interview with educational reformer Ivan Illich, and the films 'Journey to the Land of the Midnight Sun' and 'Iberian Holiday'. Nor, because of a change in scheduling, is information available this week for Saturday's 'Hockey Night In Canada'.

The many regular CBC programs pre-empted throughout the country this week included 'Canadian College Sports', 'Update', 'Let's Call The Whole Thing Orff', 'Analog', 'Encounter', 'CBC Weekend', 'Nation's Business', 'Cannon', 'Front Page Challenge', and one edition of 'Viewpoint'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 18-24, 1972

| PROGRAM                                  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| FLIP WILSON                              | Sun. 8:00- 9:00           | 37                  | 78                    |
| THE WONDERFUL WORLD OF DISNEY            | Sun. 6:00- 7:00           | 37                  | 86                    |
| CAROL BURNETT                            | Tue. 8:30- 9:30           | 32                  | 77                    |
| THE WAYNE AND SHUSTER COMEDY SPECIAL     | Sun. 9:00-10:00           | 31                  | 70                    |
| THE PARTRIDGE FAMILY (Repeat)            | Mon. 8:00- 8:30           | 26                  | 78                    |
| MARY TYLER MOORE                         | Tue. 8:00- 8:30           | 26                  | 80                    |
| O'HARA, UNITED STATES TREASURY (Repeat)  | Thu. 8:00- 9:00           | 25                  | 78                    |
| JIMMY STEWART                            | Sun. 7:30- 8:00           | 23                  | 74                    |
| THE ROVERS                               | Sun. 7:00- 7:30           | 23                  | 69                    |
| ROWAN AND MARTIN                         | Fri. 8:00- 9:00           | 23                  | 68                    |
| TOMMY HUNTER                             | Fri. 9:00-10:00           | 21                  | 83                    |
| COUNTRYTIME (Repeat)                     | Sat. 8:30- 9:00           | 15                  | 82                    |
| + CBC NATIONAL NEWS                      | S-S 11:00-11:21           | 14                  | 81                    |
| EDGE OF NIGHT                            | M-F 3:30- 4:00            | 13                  | 84                    |
| 'HOME' (NET-CBC drama)                   | Mon. 8:30-10:00           | 12                  | 40                    |
| MAN AT THE TOP                           | Wed. 8:30- 9:30           | 11                  | 64                    |
| THIS LAND                                | Wed. 8:00- 8:30           | 11                  | 77                    |
| TELESCOPE ('The Pratts Of Newfoundland') | Tue. 9:30-10:00           | 10                  | 69                    |
| AUDUBON WILDLIFE THEATRE                 | Sun. 5:00- 5:30           | 9                   | 86                    |
| FAMILY COURT                             | M-F 4:00- 4:30            | 9                   | 79                    |
| 'ONE, TWO, THREE - THREE IN ONE'         | Wed. 9:30-10:30           | 8                   | 32                    |
| MAN AT THE CENTER (Jean-Henri Fabre)     | Mon. 10:00-11:00          | 8                   | 83                    |
| TOMMY BANKS                              | Wed. 10:30-11:00          | 7                   | 68                    |
| TUESDAY NIGHT (Dr. Immanuel Velikovsky)  | Tue. 10:00-11:00          | 5                   | 71                    |
| TAKE THIRTY                              | M-F 3:00- 3:30            | 5                   | 78                    |
| ONE NORTHERN SUMMER                      | Wed. 4:30- 5:00           | 4                   | 89                    |
| COUNTRY CANADA                           | Sun. 1:30- 2:00           | 4                   | 79                    |
| THE NEW MAJORITY                         | Sun. 4:30- 5:00           | 2                   | \$                    |
| * PROVINCIAL AFFAIRS                     | Sat. 11:15-11:22          | 1                   | \$                    |

+ Re-scheduled in the East on Saturday.

\* Pre-empted in Ontario; rescheduled in Quebec and the Maritimes.

\$ Sample too small for reliable reporting of enjoyment level.



panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 18-24, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                        |                           |                     |                       |
| THE IRISH ROVERS (Repeat)                                | Mon. 7:30- 8:00           | 18                  | 84                    |
| HYMN SING  | Sun. 5:30- 6:00           | 12                  | 82                    |
| PROGRAM X ('The Tape Recorder')                          | Thu. 9:30-10:00           | 10                  | 57                    |
| * CBC CHAMPIONSHIP CURLING                               | Sat. 4:00- 5:00           | 7                   | 80                    |
| IN THE MOOD (Repeat)                                     | Thu. 7:30- 8:00           | 6                   | 67                    |
| * 'THE GORDIE TAPP SHOW'                                 | Sat. 7:00- 7:30           | 5                   | 67                    |
| MIDWEEK  | Thu. 10:00-11:00          | 4                   | 70                    |
| * REPLAY   | Sat. 6:30- 7:00           | 2                   | \$                    |
| THE GALLOPING GOURMET                                    | M-F 1:30- 2:00            | 2                   | 72                    |
| SUZUKI ON SCIENCE  | Sun. 2:00- 2:30           | 2                   | \$                    |
| ≠ VIEWPOINT  | M-F 11:22-11:29           | 2                   | \$                    |
| PAUL BERNARD, PSYCHIATRIST                               | M-F 2:00- 2:30            | 2                   | \$                    |
| WORLD OF MUSIC   | Sun. 3:00- 4:00           | 1                   | \$                    |
| TECHNOFLASH  | Sun. 2:30- 3:00           | 1                   | \$                    |
| <u>CBC METRONET</u>                                      |                           |                     |                       |
| ALL IN THE FAMILY  | Thu. 9:00- 9:30           | 24                  | 89                    |
| THE WONDERFUL WORLD OF DISNEY                            | Sun. 6:00- 7:00           | 19                  | 85                    |
| GET SMART  | M-F 5:30- 6:00            | 12                  | 77                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 7                   | 79                    |
| SINGALONG JUBILEE (Repeat)                               | Wed. 7:30- 8:00           | 6                   | 69                    |
| WORLD TV SHOWCASE (Main Chance - 'The Walls Of Jericho') | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>                                      |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:28           | 26                  | 78                    |
| NATIONAL GEOGRAPHIC SPECIAL ('Man Of The Serengeti')     | Mon. 8:30- 9:30           | 18                  | 87                    |
| MARCUS WELBY, M.D.                                       | Tue. 8:00- 9:00           | 16                  | 88                    |
| IRONSIDE   | Mon. 10:00-11:00          | 16                  | 81                    |
| MEDICAL CENTER   | Mon. 7:30- 8:30           | 15                  | 82                    |
| DEAN MARTIN  | Thu. 8:00- 9:00           | 15                  | 75                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 14                  | 78                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 14                  | 69                    |
| F.B.I.   | Fri. 10:00-11:00          | 13                  | 80                    |
| + ACADEMY PERFORMANCE ('A Lovely Way To Die')            | Sat. 8:00-10:00           | 13                  | 72                    |
| MOD SQUAD  | Sun. 7:30- 8:30           | 13                  | 84                    |
| FRIDAY NIGHT MOVIE ('Evil Roy Slade')                    | Fri. 8:00-10:00           | 12                  | 84                    |
| + THE BOLD ONES  | Thu. 10:00-11:00          | 11                  | 83                    |
| ROOM 222   | Sun. 7:00- 7:30           | 10                  | 79                    |
| + DORIS DAY  | Mon. 7:00- 7:30           | 10                  | 74                    |
| ROLLIN' ON THE RIVER                                     | Sat. 7:00- 8:00           | 9                   | 69                    |
| △ CTV NATIONAL NEWS                                      | S-S 11:00-11:18           | 9                   | 90                    |
| IAN TYSON  | Tue. 9:30-10:00           | 8                   | 65                    |
| WIDE WORLD OF SPORTS                                     | Sat. 4:30- 6:00           | 8                   | 80                    |
| DON RICKLES  | Fri. 7:30- 8:00           | 8                   | 75                    |
| + UNTAMED WORLD  | Sun. 5:00- 5:30           | 7                   | 63                    |
| ANYTHING YOU CAN DO                                      | M-F 3:30- 4:00            | 7                   | 79                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 6                   | 84                    |
| STORY THEATRE  | Fri. 7:00- 7:30           | 5                   | 55                    |
| + SPORTS BEAT '72  | Wed. 10:30-11:00          | 5                   | 77                    |
| W5   | Sun. 9:00-10:00           | 4                   | 81                    |
| WHAT'S THE GOOD WORD?                                    | M-F 2:30- 3:00            | 4                   | 82                    |

\* Re-scheduled in some areas.

≠ Pre-empted on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

△ Re-scheduled on Sunday.

\$ Sample too small for reliable reporting of enjoyment level.

## PROGRAM NOTES

- One of the biggest audiences this week went to the season's third WAYNE AND SHUSTER COMEDY SPECIAL featuring Johnny and Frank and with guest singer Catherine McKinnon. Broadcast, as on the two previous occasions, at 9:00-10:00 pm on Sunday, and pre-empting 'The Whiteoaks of Jalna', the comedy drew a 31 per cent audience that about equalled in size this week's audience to 'Carol Burnett' and was surpassed only by the 37 per cent audiences to Sunday's 'Flip Wilson' and 'Wonderful World Of Disney'. This 31 per cent 'Wayne and Shuster' audience is several percentage points bigger than the audience to each of this season's two previous 'W & S' shows (27 and 28 per cent), and much bigger than the two most recent weeks' audiences of 23 and 21 per cent for the pre-empted 'Jalna'. For the program as a whole the index of enjoyment for this week's 'Wayne and Shuster' special was 70 - about the same level of enjoyment as was attained by the September 19 'W & S' show but somewhat below the index of 75 for the November 28 special.
- Making its third appearance of the season, MAN AT THE CENTER (Monday 10:00-11:00 pm) this week studied the life and work of noted French entomologist Jean Henri Fabre. With many of those who watched the program being particularly fascinated by the shots of the insects and with the majority of viewers rating it as a most interesting and informative broadcast, the index of audience enjoyment was a high 83. The size of the audience, virtually unchanged from the two preceding weeks, was 8 per cent.
- This week's TELESCOPE (Tuesday 9:30-10:00 pm) profiled 'The Pratts of Newfoundland' - the family of artist-poet Christopher Pratt who, despite the attraction of big cities, have remained in their tiny Newfoundland village. The audience was 10 per cent, the index of enjoyment 69 - both about average for the series over the 1971-72 season as a whole though, in the case of the size of the audience, somewhat smaller this week than the (12-14 per cent) audiences that 'Telescope' has been attracting since the beginning of January.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 18-24, 1972

| DATE        | TIME        | CBC PROGRAM                                |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM                                |                    |    |
|-------------|-------------|--|----|--|--|--------------------|----|
| FRI<br>18th | 7:00- 7:30  | Local Programming                          |    | 6  | STORY THEATRE                              |                    |    |
|             | 7:30- 8:00  | Not Complete Network                       |    | 9  | DON RICKLES                                |                    |    |
|             | 8:00- 8:30  | ROWAN AND MARTIN                           | 18 | 14   | FRIDAY NIGHT MOVIE<br>( 'Evil Roy Slade' ) |                    |    |
|             | 8:30- 9:00  |  |    |  |  |                    |    |
|             | 9:00- 9:30  | TOMMY HUNTER                               | 16 |  |  |                    |    |
|             | 9:30-10:00  |  |    |  |  |                    |    |
|             | 10:00-10:30 | Not Complete Network                       |    | 16   | F.B.I.                                     |                    |    |
| 10:30-11:00 |             |  |    |  |  |                    |    |
| SUN<br>20th | 7:00- 7:30  | THE ROVERS                                 |    | 18   | 13   | ROOM 222           |    |
|             | 7:30- 8:00  | JIMMY STEWART                              |    | 18   | 15   | MOD SQUAD          |    |
|             | 8:00- 8:30  | FLIP WILSON                                | 34 | Not Complete Network                           |  |                    |    |
|             | 8:30- 9:00  |  |    |  |  |                    |    |
|             | 9:00- 9:30  | THE WAYNE AND SHUSTER COMEDY<br>SPECIAL    | 27 | 5  | W5   |                    |    |
|             | 9:30-10:00  |  |    |  |  |                    |    |
|             | 10:00-10:30 | NIXON'S VISIT TO CHINA                     | 8  | 8  | 'NIXON IN CHINA'                           |                    |    |
| 10:30-11:00 |             |  |    |  |  |                    |    |
| MON<br>21st | 7:00- 7:30  | Local Programming                          |    | 11   | + DORIS DAY                                |                    |    |
|             | 7:30- 8:00  | Not Complete Network                       |    | 17   | MEDICAL CENTER                             |                    |    |
|             | 8:00- 8:30  | THE PARTRIDGE FAMILY (Repeat)              |    |  |  |                    | 24 |
|             | 8:30- 9:00  | 'HOME'                                     | 10 | 21   | NATIONAL GEOGRAPHIC SPECIAL                |                    |    |
|             | 9:00- 9:30  |  |    | 15   | PIG 'N' WHISTLE                            |                    |    |
|             | 9:30-10:00  |  |    |  |  |                    |    |
|             | 10:00-10:30 | MAN AT THE CENTER                          |    | 7  | 19   | IRONSIDE           |    |
| 10:30-11:00 |             |  |    |  |  |                    |    |
| TUE<br>22nd | 7:00- 7:30  | Local Programming                          |    | Not Complete Network                           |  |                    |    |
|             | 7:30- 8:00  |  |    |  |  |                    |    |
|             | 8:00- 8:30  | MARY TYLER MOORE                           |    | 22   | 18   | MARCUS WELBY, M.D. |    |
|             | 8:30- 9:00  | CAROL BURNETT                              | 28 | Not Complete Network                           |  |                    |    |
|             | 9:00- 9:30  |  |    |  |  |                    |    |
|             | 9:30-10:00  |  |    |  |  | TELESCOPE          |    |
|             | 10:00-10:30 | TUESDAY NIGHT (Dr. Immanuel<br>Velikovsky) |    | 5  | 16   | THE PERSUADERS     |    |
| 10:30-11:00 |             |  |    |  |  |                    |    |
| THU<br>24th | 7:00- 7:30  | Local Programming                          |    | 8  | NIXON'S TOUR OF CHINA                      |                    |    |
|             | 7:30- 8:00  | Not Complete Network                       |    |  |  |                    |    |
|             | 8:00- 8:30  | O'HARA, UNITED STATES TREASURY<br>(Repeat) | 19 | 17   | DEAN MARTIN                                |                    |    |
|             | 8:30- 9:00  |  |    |  |  |                    |    |
|             | 9:00- 9:30  | Not Complete Network                       |    | 8  | NIXON'S VISIT TO 'FORBIDDEN<br>CITY'       |                    |    |
|             | 9:30-10:00  |  |    |  |  |                    |    |
|             | 10:00-10:30 |  |    |  |  |                    |    |
| 10:30-11:00 |             |  |    |  |  |                    |    |
|             |             |  | 13 | + THE BOLD ONES                                |  |                    |    |
| S-S         | 11:00-11:20 | * CBC NEWS                                 |    | 12   | 10   | / CTV NEWS         |    |

\* Re-scheduled in the East on Saturday.

+ Not carried (on this day and at this time) on all CTV stations.

# re-scheduled on Sunday.

# Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant rescheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.



- . Also reduced in size this week was the audience to TUESDAY NIGHT which, following 'Telescope' at 10:00-11:00 pm, examined some of the cosmic theories of Dr. Immanuel Velikovsky, author of 'Worlds in Collision', a book that caused something of a storm in scientific circles when first published in 1950. At 5 per cent, the audience to this program was one of the smallest 'Tuesday Night' audiences this season and only about half as big as most 'Tuesday Night' audiences since early January. Audience reaction to the program was also somewhat more than usually critical. This seemed at least partly attributable to the difficulty that some viewers had in following the program - a difficulty increased by Dr. Velikovsky's accent, by various distracting 'noises off' and by the complexity of some of the scientific data. The index of audience enjoyment, 71, was three points below average for the series as a whole and far short of the peak indices in the 80's achieved by the six or seven most enjoyed of this season's 'Tuesday Night' programs.
- . On Thursday, from 9:30-10:00 pm, on the CBC metronet and some affiliated stations, this week's PROGRAM X presented 'The Tape Recorder', a mystery-thriller centering on a young woman's growing suspicion that her novelist-employer intended to kill her. The sole on-camera performer was actress Pat Collins. The 10 per cent audience was the biggest 'Program X' audience this season, twice the size of the previous average weekly audience for the series. This week's play was also somewhat more widely enjoyed by those who watched it than is usual for 'Program X', the index of enjoyment of 57 being some five points above average for the current series.
- . At 8:30-10:00 pm on Monday the network presented an adaptation of the David Storey play HOME, about the empty lives of four old persons in a home for mental patients. Co-produced by NET and the CBC, this television version starred Sir Ralph Richardson and Sir John Gielgud with Mona Washbourne, Dandy Nichols and Warren Clarke. Although a 12 per cent audience, representing about one and a half million viewers, watched some part of the 90-minute broadcast (an audience about half as big as recent audiences to the pre-empted 'Front Page Challenge' and less than half the size of the audience to the also displaced 'Cannon'), some four viewers out of every ten stopped watching the play before it was over. This heavy audience loss checks with the comments of many viewers that they couldn't make any sense of the

play, found it too slow-moving, devoid of action and, in some cases, altogether too depressing. Notwithstanding some considerable praise for the standard of the acting, this generally adverse viewer reaction to the play resulted in an index of audience enjoyment of only 40 - well below average for CBC-produced network drama.

This week's Wednesday night (9:30-10:30 pm) music special was ONE, TWO, THREE - THREE IN ONE, a three-part program including classical ballet, modern dance and jazz dance performed, respectively, by members of the National Ballet of Canada, The Toronto Dance Theatre, and the Rob Iscove Dancers. At 8 per cent, the audience was three percentage points smaller than the audience to last week's 'Mireille Mathieu' concert but about the same size as the audiences to previous 9:30-10:30 pm music programs in this Wednesday evening series. With many viewers highly critical both of the dancing and the music, this 'Three In One' program was poorly received with an audience enjoyment index of only 32.

On Saturday, in the slot normally occupied by 'Let's Call The Whole Thing Off' (7:00-7:30 pm in the east and various other times in the four western provinces), the metronet and some CBC affiliate stations this week carried a special GORDIE TAPP SHOW. Hosted by Tapp himself, this country music and talk program included singers Roger Miller and Donna Ramsey and singer-guitarist Gary Buck. With a relatively small national audience of 5 per cent, the program as a whole was not too well received with an enjoyment index of 67. Results of special questioning indicated that a substantial minority of viewers felt the show included too much chit-chat and not enough singing - especially by Roger Miller.

MIDWEEK (Thursday 10:00-11:00 pm on the metronet and some affiliate stations) this week featured a conversation with George Chuvalo concerning the recent death of fellow-boxer Stewart Gray; a report on the economics of the Olympic Games; an interview with U.N. Secretary-General Kurt Waldheim; a report on Finance Minister Turner's efforts to regain the support of the Brockville Liberal Party Association; and a talk with Prince Bernhard of the Netherlands, in Canada to promote the 'World Wildlife Fund'. The audience was a typical 4 per cent, the index of audience enjoyment 70 - about average for the series and much above the indices (in the 50's) of the last two 'Midweek' programs.

# A CBC RESEARCH REPORT

TV/72/14

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 25-MARCH 2, 1972

### THIS WEEK

Special programming this week included the opera 'From The House Of The Dead', a documentary 'Who Owns The Sea?' and a program highlighting skating at the recent Winter Olympic Games. Because of insufficient advance notice of scheduling no audience information is available on this last-mentioned program.

Regular network programs pre-empted throughout the country this week included 'Canadian College Sports', 'Telescope', 'Tuesday Night' and 'Tommy Banks'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 25-MARCH 2, 1972

| PROGRAM   | TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|-----------------------|---------------------|-----------------------|
| FLIP WILSON   | Sun. 8:00- 9:00       | 36                  | 82                    |
| HOCKEY NIGHT IN CANADA                                  | Sat. 8:00-10:29       | 35                  | 77                    |
| THE WONDERFUL WORLD OF DISNEY (Repeat)                  | Sun. 6:00- 7:00       | 34                  | 85                    |
| CANNON  | Mon. 8:30- 9:30       | 32                  | 84                    |
| CAROL BURNETT   | Tue. 8:30- 9:30       | 32                  | 78                    |
| THE PARTRIDGE FAMILY                                    | Mon. 8:00- 8:30       | 30                  | 82                    |
| O'HARA, UNITED STATES TREASURY                          | Thu. 8:00- 9:00       | 27                  | 82                    |
| MARY TYLER MOORE  | Tue. 8:00- 8:30       | 26                  | 78                    |
| FRONT PAGE CHALLENGE (Repeat)                           | Mon. 9:30-10:00       | 23                  | 78                    |
| THE ROVERS  | Sun. 7:00- 7:30       | 23                  | 73                    |
| + ROWAN AND MARTIN                                      | Fri. 8:00- 9:00       | 23                  | 66                    |
| TOMMY HUNTER (Repeat)                                   | Fri. 9:00-10:00       | 22                  | 79                    |
| JIMMY STEWART   | Sun. 7:30- 8:00       | 21                  | 74                    |
| THE WHITEOAKS OF JALNA (Episode 5)                      | Sun. 9:00-10:00       | 18                  | 61                    |
| 'WHO OWNS THE SEA?'                                     | Tue. 9:30-11:00       | 18                  | 88                    |
| COUNTRYTIME (Repeat)                                    | Sat. 10:30-11:00      | 15                  | 79                    |
| CBC NATIONAL NEWS                                       | S-S 11:00-11:21       | 14                  | 82                    |
| + EDGE OF NIGHT   | M-F 3:30- 4:00        | 12                  | 83                    |
| MAN AT THE TOP  | Wed. 8:30- 9:30       | 12                  | 59                    |
| THIS LAND   | Wed. 8:00- 8:30       | 11                  | 86                    |
| AUDUBON WILDLIFE THEATRE                                | Sun. 5:00- 5:30       | 10                  | 89                    |
| FAMILY COURT  | M-F 4:00- 4:30        | 9                   | 78                    |
| CBC WEEKEND   | Sun. 10:00-11:00      | 9                   | 74                    |
| 'FROM THE HOUSE OF THE DEAD' (Opera)                    | Wed. 9:30-11:00       | 6                   | 28                    |
| * WELTERWEIGHT BOXING                                   | Sat. 2:00- 3:00       | 6                   | 80                    |
| MAN AT THE CENTER ('Tocqueville's<br>America') (Repeat) | Mon. 10:00-11:00      | 6                   | 72                    |
| + TAKE THIRTY   | M-F 3:00- 3:30        | 4                   | 74                    |
| COUNTRY CANADA  | Sun. 1:30- 2:00       | 3                   | 80                    |
| ONE NORTHERN SUMMER                                     | Wed. 4:30- 5:00       | 3                   | 89                    |
| ENCOUNTER   | Sun. 4:00- 4:30       | 2                   | \$                    |
| NATION'S BUSINESS (Liberal Party)                       | Sun. 11:15-11:21      | 2                   | \$                    |
| THE NEW MAJORITY (Repeat)                               | Sun. 4:30- 5:00       | 2                   | \$                    |
| + PROVINCIAL AFFAIRS                                    | Sat. 11:15-11:22      | 2                   | \$                    |

+ Pre-empted in some areas (in case of multi-day programs, on one or more occasions).

\* Re-scheduled in some areas.

: Sample too small for reliable reporting of enjoyment level.



conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

### PROGRAM NOTES

- At 9:30-10:00 pm on Monday, FRONT PAGE CHALLENGE (for the third time this year) repeated a program shown earlier in

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 25-MARCH 2, 1972

| PROGRAM   | TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|-----------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                                   |                       |                     |                       |
| THE IRISH ROVERS MUSIC HALL   | Mon. 7:30- 8:00       | 18                  | 83                    |
| HYMN SING (Repeat)  | Sun. 5:30- 6:00       | 12                  | 81                    |
| PROGRAM X ('The Ballad Of Willie And Rose')                         | Thu. 9:30-10:00       | 10                  | 46                    |
| * CBC CHAMPIONSHIP CURLING  | Sat. 4:00- 5:00       | 7                   | 79                    |
| IN THE MOOD   | Thu. 7:30- 8:00       | 5                   | 58                    |
| * LET'S CALL THE WHOLE THING ORFF                                   | Sat. 7:00- 7:30       | 3                   | 45                    |
| MIDWEEK   | Thu. 10:00-11:00      | 3                   | 72                    |
| * UPDATE  | Sat. 6:00- 6:30       | 3                   | 78                    |
| * REPLAY  | Sat. 6:30- 7:00       | 3                   | 64                    |
| THE GALLOPING GOURMET   | M-F 1:30- 2:00        | 2                   | 72                    |
| ANALOG  | Sun. 1:00- 1:30       | 2                   | \$                    |
| VIEWPOINT   | M-F 11:22-11:29       | 2                   | \$                    |
| WORLD OF MUSIC  | Sun. 3:00- 4:00       | 1                   | \$                    |
| SUZUKI ON SCIENCE   | Sun. 2:00- 2:30       | 1                   | \$                    |
| PAUL BERNARD PSYCHIATRIST   | M-F 2:00- 2:30        | 1                   | \$                    |
| TECHNOFLASH   | Sun. 2:30- 3:00       | 1                   | \$                    |
| <u>CBC METRONET</u>   |                       |                     |                       |
| ALL IN THE FAMILY   | Thu. 9:00- 9:30       | 24                  | 88                    |
| THE WONDERFUL WORLD OF DISNEY (Repeat)                              | Sun. 6:00- 7:00       | 18                  | 85                    |
| GET SMART   | M-F 5:30- 6:00        | 12                  | 77                    |
| DICK VAN DYKE   | Fri. 7:30- 8:00       | 6                   | 78                    |
| SINGALONG JUBILEE (Repeat)  | Wed. 7:30- 8:00       | 6                   | 72                    |
| WORLD TV SHOWCASE (Main Chance - 'A View<br>From The Chair')        | Fri. 10:00-11:00      | 3                   | 78                    |
| <u>CTV PROGRAMS</u>   |                       |                     |                       |
| HOCKEY  | Wed. 8:00-10:28       | 25                  | 77                    |
| IRONSIDE  | Mon. 10:00-11:00      | 16                  | 78                    |
| MARCUS WELBY, M.D.  | Tue. 8:00- 9:00       | 16                  | 87                    |
| DEAN MARTIN   | Thu. 8:30- 9:30       | 14                  | 72                    |
| F.B.I.  | Fri. 10:00-11:00      | 14                  | 81                    |
| MEDICAL CENTER  | Mon. 7:30- 8:30       | 13                  | 84                    |
| + MANNIX  | Sun. 10:00-11:00      | 13                  | 82                    |
| MOD SQUAD   | Sun. 7:30- 8:30       | 13                  | 81                    |
| THE UNDERSEA WORLD OF JACQUES COUSTEAU<br>( 'A Sound Of Dolphins' ) | Fri. 7:00- 8:00       | 13                  | 91                    |
| THE PERSUADERS  | Tue. 10:00-11:00      | 13                  | 79                    |
| + FRIDAY NIGHT MOVIE ('Do You Take This<br>Stranger'?)              | Fri. 8:00-10:00       | 12                  | 76                    |
| + THE BOLD ONES   | Thu. 10:00-11:00      | 12                  | 83                    |
| + LONGSTREET  | Thu. 7:30- 8:30       | 12                  | 80                    |
| + ACADEMY PERFORMANCE ('The Cockeyed Cowboys<br>Of Calico County')  | Sat. 8:00-10:00       | 11                  | 76                    |
| ROLLIN' ON THE RIVER  | Sat. 7:00- 8:00       | 11                  | 75                    |
| ROOM 222  | Sun. 7:00- 7:30       | 11                  | 80                    |
| + DORIS DAY   | Mon. 7:00- 7:30       | 9                   | 76                    |
| WIDE WORLD OF SPORTS  | Sat. 4:30- 6:00       | 9                   | 82                    |
| CTV NATIONAL NEWS   | S-S 11:00-11:18       | 9                   | 79                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00       | 8                   | 70                    |
| IAN TYSON   | Tue. 9:30-10:00       | 8                   | 73                    |
| ANYTHING YOU CAN DO   | M-F 3:30- 4:00        | 7                   | 77                    |
| NICHOLS   | Mon. 8:30- 9:30       | 7                   | 70                    |
| ANOTHER WORLD   | M-F 3:00- 3:30        | 6                   | 82                    |
| HERE COME THE SEVENTIES   | Thu. 9:30 10:00       | 5                   | 61                    |
| W5  | Sun. 9:00-10:00       | 5                   | 72                    |
| WHAT'S THE GOOD WORD?   | M-F 2:30- 3:00        | 5                   | 83                    |
| SPORTS BEAT '72   | Wed. 10:30-11:00      | 4                   | 73                    |

\* Re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

the season. As was the case on both previous occasions, this week's repeat (of the November 15 program with Chief Red Fox and Marshall McLuhan as challengers) drew an audience (23 per cent) virtually the same size as the (24 per cent) audience to the original presentation. Again, however, as with the last repeat program, there was a considerable drop in the level of audience enjoyment; whereas the first showing of this week's 'Challenge' program had an index of enjoyment of 86, Monday's repeat had a significantly lower index of 78.

- . Broadcast in its usual Monday 7:30-8:00 pm slot on the metronet and some CBC affiliated stations, THE IRISH ROVERS this week presented the sixth of ten scheduled 'Music Hall' specials. With an 18 per cent audience and an enjoyment index of 83, this one, unlike any of the five previous 'Music Halls', drew just as big an audience and was just as well received as most regular 'Irish Rovers' shows this season (average index 84 as against an average index of 74 for preceding 'Music Halls'). Appearing on this occasion with regular 'Music Hall' host Jimmy Kennedy were Pat Morgan, the Harmony Singers, the Hazel Donaldson Dancers, and special guests 'The Moms and Dads'.
- . This week's fourth program of the current MAN AT THE CENTER series (Monday 10:00-11:00 pm) was 'Tocqueville's America', a documentary produced by the CBC for 'Intertel' and previously broadcast on the network in March 1970. Examining the observations and predictions of French writer Alexis de Tocqueville on the America he visited in the early 19th century, the program drew a slightly smaller-than-usual 'Man At The Center' audience of 6 per cent and was, on the whole, moderately well received with an enjoyment index of 72 - about the same level of enjoyment as that attained by the opening program of the current series, on 19th century writer Henry David Thoreau, but much below the high indices of 80 and 83 recorded for the two subsequent programs - on artist Paul Kane and on the work of entomologist Jean-Henri Fabre.
- . This week's audience to CBC WEEKEND (Sunday 10:00-11:00 pm) was 9 per cent - about average for the series since early January. Included in the program were items on the noise disturbance of snowmobiles, the Nixon visit to China, the Clifford Irving affair, plus an interview with Black militant Angela Davis. The index of audience enjoyment (74) was slightly above the average index of 71 for the 'Weekend' series this season.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 25-MARCH 2, 1972

| DATE        | TIME                       | CBC PROGRAM                    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM          |  |
|-------------|----------------------------|--------------------------------|--|----------------------|--|
| FRI<br>25TH | 7:00- 7:30                 | Local Programming              |  | 16                   | THE UNDERSEA WORLD OF JACQUES<br>COUSTEAU ('A Sound Of<br>Dolphins') |
|             | 7:30- 8:00-                | Not Complete Network           |  |                      |  |
|             | 8:00- 8:30                 | * ROWAN AND MARTIN             | 19   | 14                   | + FRIDAY NIGHT MOVIE<br>( 'Do You Take This<br>Stranger?' )          |
|             | 8:30- 9:00                 |                                |  |                      |  |
|             | 9:00- 9:30                 | TOMMY HUNTER (Repeat)          | 18   |                      |  |
|             | 9:30-10:00                 |                                |  | 16                   | F.B.I.   |
|             | 10:00-10:30<br>10:30-11:00 | Not Complete Network           |  |                      |  |
| SUN<br>27TH | 7:00- 7:30                 | THE ROVERS                     | 18   | 13                   | ROOM 222   |
|             | 7:30- 8:00                 | JIMMY STEWART                  | 16   | 15                   | MOD SQUAD  |
|             | 8:00- 8:30                 | FLIP WILSON                    | 31   |                      |  |
|             | 8:30- 9:00                 |                                |  | Not Complete Network |  |
|             | 9:00- 9:30                 | THE WHITEOAKS OF JALNA         | 15   | 6                    | W5   |
|             | 9:30-10:00                 |                                |  | 15                   | + MANNIX   |
|             | 10:00-10:30<br>10:30-11:00 | CBC WEEKEND                    | 7  |                      |  |
| MON<br>28TH | 7:00- 7:30                 | Local Programming              |  | 11                   | + DORIS DAY  |
|             | 7:30- 8:00                 | Not Complete Network           |  | 15                   | MEDICAL CENTER   |
|             | 8:00- 8:30                 | THE PARTRIDGE FAMILY           | 25   |                      |  |
|             | 8:30- 9:00                 | CANNON                         | 27   | 8                    | NICHOLS  |
|             | 9:00- 9:30                 | FRONT PAGE CHALLENGE (Repeat)  | 20   | 10                   | PIG 'N' WHISTLE  |
|             | 9:30-10:00                 |                                |  | 20                   | IRONSIDE   |
|             | 10:00-10:30<br>10:30-11:00 | MAN AT THE CENTER (Repeat)     | 5  |                      |  |
| TUE<br>29TH | 7:00- 7:30                 | Local Programming              |  | Not Complete Network |  |
|             | 7:30- 8:00                 |                                |  | 18                   | MARCUS WELBY, M.D.   |
|             | 8:00- 8:30                 | MARY TYLER MOORE               | 21   |                      |  |
|             | 8:30- 9:00                 | CAROL BURNETT                  | 27   | Not Complete Network |  |
|             | 9:00- 9:30                 |                                |  | 9                    | IAN TYSON  |
|             | 9:30-10:00                 |                                |  |                      |  |
|             | 10:00-10:30<br>10:30-11:00 | 'WHO OWNS THE SEA?'            | 16   | 15                   | THE PERSUADERS   |
| THU<br>2ND  | 7:00- 7:30                 | Local Programming              |  | Not Complete Network |  |
|             | 7:30- 8:00                 | Not Complete Network           |  | 13                   | + LONGSTREET   |
|             | 8:00- 8:30                 | O'HARA, UNITED STATES TREASURY | 21   | 16                   | DEAN MARTIN  |
|             | 8:30- 9:00                 |                                |  |                      |  |
|             | 9:00- 9:30                 |                                |  | 7                    | HERE COME THE SEVENTIES  |
|             | 9:30-10:00                 |                                |  | 14                   | + THE BOLD ONES  |
|             | 10:00-10:30<br>10:30-11:00 | Not Complete Network           |  |                      |  |
| S-S         | 11:00-11:20                | CBC NEWS                       | 12   | 10                   | CTV NEWS   |

\* Pre-empted on CKNC, Sudbury and CFCL, Timmins.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.



- Back in its usual 'Sunday At Nine' slot after its pre-emption the preceding week by a 'Wayne and Shuster Comedy Special', THE WHITEOAKS OF JALNA this week suffered a further loss of viewers which reduced its national audience, for Sunday's fifth episode, to 18 per cent - just two thirds the size of the 27 per cent audience to each of the first two episodes of the series. The extent to which 'Jalna' is now being enjoyed by those who watch it has remained virtually unchanged over the past three episodes at the 60-62 index level. The record to date:

| <u>DATE</u> | <u>PER CENT<br/>VIEWING</u> | <u>INDEX OF<br/>ENJOYMENT</u> |
|-------------|-----------------------------|-------------------------------|
| Jan. 23     | 27%                         | 57                            |
| Jan. 30     | 27%                         | 65                            |
| Feb. 6      | 23%                         | 62                            |
| Feb. 13     | 21%                         | 60                            |
| Feb. 20     | ....pre-empted....          |                               |
| Feb. 27     | 18%                         | 61                            |

Since comparisons with 'The Forsyte Saga' are probably inevitable, it may just be useful to recall that, contrary to popular belief, the 'Forsyte' series never did draw a specially large audience in Canada. Indeed, running in this same 'Sunday At Nine' slot, in April 1970, the original presentation of 'Forsyte' on the full CBC network had an average audience over its first five episodes of about the same size (17 per cent), certainly no bigger, than this most recent (18 per cent) audience for 'Jalna' in its fifth week. 'The Forsyte Saga' was, however, over these first five weeks, much the more enjoyed of the two series by those who watched them, its index of enjoyment climbing from an initial 63 to an index of 76 in its fifth week as against this week's index of enjoyment of 61 for the fifth episode of 'Jalna'.

- Thursday's PROGRAM X (9:30-10:00 pm on the metronet and some affiliate stations) was the James Nichol horror story 'The Ballad Of Willie and Rose' - about a man driven to suicide by the recurring vision of the wife he had murdered. Though the 10 per cent audience equalled in size the peak audience of last week's 'The Tape Recorder' (an audience twice as big as the average audience to the series), most

people who watched 'The Ballad Of Willie and Rose' didn't much enjoy it, the index of enjoyment for the audience as a whole being just 46 - 6 points below the average index of enjoyment for the series and some 12 points short of the peak indices recorded for the two or three most enjoyed 'Program X' broadcasts this season.

- . MIDWEEK (Thursday 10:00-11:00 pm on the metronet and some affiliate stations) this week drew its usual small 3 per cent audience. The content: an item on a Russian submarine foundering off the coast of Newfoundland, a report on the B.C. government's cancellation of government advertising in the Victoria Times and Victoria Colonist, an interview with Dr. Andrew Malcolm of the Ontario Addiction Research Foundation, and a half-hour debate between business and labour representatives and several top union officials. Surpassing by some 3 index points the enjoyment norm for the series, the program as a whole rated an index of enjoyment of 72.

- . This week's five TAKE THIRTY programs (weekdays, 3:00-3:30 pm) averaged an index of enjoyment of 74 - just slightly below the 76 index for the series so far this season. Three of the five programs had indices in the narrow 76-78 bracket - the Tuesday interview with Dr. Richard Gardner, author of 'The Boys and Girls Book About Divorce', the Wednesday program on flammable clothing, and the Thursday discussion of old-time fiddling. The Monday program, the first of two interviews with novelist Lawrence Durrell, rated an index of enjoyment of 69; the Friday program, concluding a two-part Eric Kierans - James Laxer debate, had an index of 73. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five days, 9 per cent.

- . In the Tuesday 9:30-11:00 pm period normally occupied by 'Telescope' and 'Tuesday Night', the network this week presented a CBC-documentary on the need for international laws governing ownership and control of the sea. Hosted by Gordon Pinsent, WHO OWNS THE SEA? examined the threats to the environment of offshore oil drilling, large-scale fishing and supertankers, and included footage of the Arctic voyage of the ice-breaker Louis St. Laurent. With the great majority of those who watched this documentary rating it as very clearly presented and as a program that had been well worth watching, the index of enjoyment was a

high 88. At 18 per cent, the size of the audience to 'Who Owns The Sea?' was also much bigger than recent audiences (since the beginning of the year) to both the pre-empted programs - 'Telescope' (10-14 per cent) and 'Tuesday Night' (5-12 per cent).

- . THIS LAND (Wednesday 8:00-8:30 pm) attracted another 11 per cent audience to a program this week on Canada's National Parks. The broadcast discussed the efforts of conservationists to ensure that such wilderness areas are preserved and provided a look at some of the most beautiful of Canadian scenery. It was specially well received with an audience enjoyment index of 86 - about equal to the previous high this season for a series that has averaged an index of audience enjoyment of about 79.
  
- . This week's program in the series of Wednesday music specials was FROM THE HOUSE OF THE DEAD, a Leos Janacek opera based on Dostoevsky's novel about life in a Siberian prison camp. Produced in the U.S. by NET and co-sponsored by the CBC and BBC, the presentation, which ran from 9:30-11:00 pm, featured Robert Rounseville, John Reardon, David Lloyd and Frederick Jones. At 6 per cent, the audience was one of the smallest for a Wednesday music special this season, just over half the size of the audience to the January '12 opera 'La Rondine' which ran in the same slot, and much smaller than the 16 per cent audience to the January 26 (8:30-10:15 pm) repeat of 'Hansel and Gretel'. Nor was 'From The House Of The Dead' at all well received by those who did watch it. With a low enjoyment index of 28, it was much less favourably received than either 'La Rondine' (index 63) or 'Hansel and Gretel' (56 and 60), and was about on a par with TV presentations of the operas 'Billy Budd', 'Peter Grimes' and 'Louis Riel', each of which, in recent seasons, have rated indices of audience enjoyment in the low 29-31 range.





# A CBC RESEARCH REPORT

TV/72/15

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 3-9, 1972

### THIS WEEK

Special network offerings this week included a film documentary, 'Mecca, The Forbidden City'; a National Film Board profile of pianist Marek Jablonski; a repeat of 'Where The Money Goes', a program on foreign investment in Canada; and a showing of 'Once More With Felix'. The two last-mentioned broadcasts, however, were scheduled too late to be included in this week's survey. Nor, because of a change in scheduling, is information available this week on Saturday's 'Hockey Night In Canada'.

'Rowan and Martin' and 'CBC Weekend' were pre-empted this week.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 3-9, 1972

| PROGRAM                                 | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| FLIP WILSON                             | Sun. 8:00- 9:00           | 36                  | 79                    |
| THE WONDERFUL WORLD OF DISNEY (Repeat)  | Sun. 6:00- 7:00           | 35                  | 86                    |
| CANNON                                  | Mon. 8:30- 9:30           | 35                  | 84                    |
| CAROL BURNETT                           | Tue. 8:30- 9:30           | 32                  | 76                    |
| THE PARTRIDGE FAMILY                    | Mon. 8:00- 8:30           | 30                  | 82                    |
| O'HARA, UNITED STATES TREASURY          | Thu. 8:00- 9:00           | 25                  | 83                    |
| MARY TYLER MOORE (Repeat)               | Tue. 8:00- 8:30           | 25                  | 78                    |
| FRONT PAGE CHALLENGE                    | Mon. 9:30-10:00           | 23                  | 79                    |
| THE ROVERS                              | Sun. 7:00- 7:30           | 22                  | 72                    |
| JIMMY STEWART                           | Sun. 7:30- 8:00           | 21                  | 76                    |
| TOMMY HUNTER (Repeat)                   | Fri. 9:00-10:00           | 19                  | 80                    |
| THE WHITEOAKS OF JALNA (Episode 6)      | Sun. 9:00-10:00           | 18                  | 60                    |
| 'MECCA, THE FORBIDDEN CITY'             | Fri. 8:00- 9:00           | 15                  | 68                    |
| CBC NATIONAL NEWS                       | S-S 11:00-11:21           | 14                  | 83                    |
| COUNTRYTIME (Repeat)                    | Sat. 10:30-11:00          | 14                  | 77                    |
| EDGE OF NIGHT                           | M-F 3:30- 4:00            | 12                  | 82                    |
| MAN AT THE TOP                          | Wed. 8:30- 9:30           | 11                  | 64                    |
| AUDUBON WILDLIFE THEATRE                | Sun. 5:00- 5:30           | 10                  | 87                    |
| THIS LAND                               | Wed. 8:00- 8:30           | 10                  | 79                    |
| FAMILY COURT                            | M-F 4:00- 4:30            | 10                  | 79                    |
| TELESCOPE (Profile of Jonathan Miller)  | Tue. 9:30-10:00           | 9                   | 61                    |
| TUESDAY NIGHT ('The Takeover Game')     | Tue. 10:00-11:00          | 7                   | 77                    |
| 'MAREK JABLONSKI'                       | Wed. 9:30-10:30           | 7                   | 69                    |
| CANADIAN COLLEGE SPORTS                 | Sat. 2:00- 4:00           | 5                   | 81                    |
| TOMMY BANKS                             | Wed. 10:30-11:00          | 5                   | 58                    |
| TAKE THIRTY                             | M-F 3:00- 3:30            | 4                   | 75                    |
| ONE NORTHERN SUMMER (Repeat)            | Wed. 4:30- 5:00           | 4                   | 91                    |
| MAN AT THE CENTER ('The Space Between') | Mon. 10:00-10:30          | 4                   | 58                    |
| MAN ALIVE (John Knox vs Mary Stuart)    | Mon. 10:30-11:00          | 4                   | 62                    |
| COUNTRY CANADA                          | Sun. 1:30- 2:00           | 3                   | 82                    |
| THE NEW MAJORITY                        | Sun. 4:30- 5:00           | 3                   | \$                    |
| ENCOUNTER                               | Sun. 4:00- 4:30           | 2                   | \$                    |
| NATION'S BUSINESS (Social Credit Rally) | Sun. 11:19-11:25          | 2                   | \$                    |
| + PROVINCIAL AFFAIRS                    | Sat. 11:15-11:22          | 2                   | \$                    |

+ Pre-empted in Ontario.

\$ Sample too small for reliable reporting of enjoyment level.

French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

#### PROGRAM NOTES

. Returning to its usual Monday 10:30-11:00 pm slot after

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 3-9, 1972

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>   |                           |                     |                       |
| THE IRISH ROVERS  | Mon. 7:30- 8:00           | 19                  | 82                    |
| HYMN SING   | Sun. 5:30- 6:00           | 12                  | 81                    |
| PROGRAM X ('Relax Old Man')   | Thu. 9:30-10:00           | 8                   | 49                    |
| * CBC CHAMPIONSHIP CURLING  | Sat. 4:00- 5:00           | 7                   | 81                    |
| IN THE MOOD   | Thu. 7:30- 8:00           | 4                   | 60                    |
| * REPLAY  | Sat. 6:30- 7:00           | 3                   | 68                    |
| MIDWEEK ('Mission Japan')   | Thu. 10:00-11:00          | 3                   | 71                    |
| * UPDATE  | Sat. 6:00- 6:30           | 3                   | 79                    |
| * LET'S CALL THE WHOLE THING ORFF   | Sat. 7:00- 7:30           | 3                   | 39                    |
| SUZUKI ON SCIENCE   | Sun. 2:00- 2:30           | 3                   | \$                    |
| THE GALLOPING GOURMET   | M-F 1:30- 2:00            | 2                   | 72                    |
| ANALOG  | Sun. 1:00- 1:30           | 2                   | \$                    |
| VIEWPOINT   | M-F 11:22-11:29           | 2                   | 74                    |
| PAUL BERNARD, PSYCHIATRIST  | M-F 2:00- 2:30            | 1                   | \$                    |
| WORLD OF MUSIC  | Sun. 3:00- 4:00           | 1                   | \$                    |
| TECHNOFLASH   | Sun. 2:30- 3:00           | 1                   | \$                    |
| <u>CBC METRONET</u>   |                           |                     |                       |
| ALL IN THE FAMILY   | Thu. 9:00- 9:30           | 24                  | 87                    |
| THE WONDERFUL WORLD OF DISNEY (Repeat)                                    | Sun. 6:00- 7:00           | 19                  | 86                    |
| GET SMART   | M-F 5:30- 6:00            | 12                  | 77                    |
| DICK VAN DYKE   | Fri. 7:30- 8:00           | 7                   | 75                    |
| SINGALONG JUBILEE   | Wed. 7:30- 8:00           | 5                   | 74                    |
| WORLD TV SHOWCASE (Main Chance - 'The<br>Best Legal System In The World') | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>   |                           |                     |                       |
| HOCKEY  | Wed. 8:00-10:28           | 26                  | 85                    |
| IRONSIDE  | Mon. 10:00-11:00          | 18                  | 81                    |
| MARCUS WELBY, M.D.  | Tue. 8:00- 9:00           | 17                  | 87                    |
| F.B.I.  | Fri. 10:00-11:00          | 15                  | 80                    |
| MOD SQUAD   | Sun. 7:30- 8:30           | 14                  | 83                    |
| DEAN MARTIN   | Thu. 8:30- 9:30           | 14                  | 74                    |
| THE PERSUADERS  | Tue. 10:00-11:00          | 14                  | 77                    |
| + MANNIX  | Sun. 10:00-11:00          | 14                  | 79                    |
| MEDICAL CENTER  | Mon. 7:30- 8:30           | 13                  | 85                    |
| FRIDAY NIGHT MOVIE ('Backdraft')  | Fri. 8:00-10:00           | 13                  | 75                    |
| + ACADEMY PERFORMANCE ('Van Ryan's Express')                              | Sat. 8:00-10:00           | 12                  | 78                    |
| ROOM 222  | Sun. 7:00- 7:30           | 11                  | 77                    |
| + THE BOLD ONES (Repeat)  | Thu. 10:00-11:00          | 11                  | 80                    |
| ROLLIN' ON THE RIVER  | Sat. 7:00- 8:00           | 11                  | 70                    |
| + LONGSTREET  | Thu. 7:30- 8:30           | 11                  | 80                    |
| IAN TYSON   | Tue. 9:30-10:00           | 11                  | 75                    |
| + DORIS DAY   | Mon. 7:00- 7:30           | 10                  | 74                    |
| WIDE WORLD OF SPORTS  | Sat. 4:30- 6:00           | 9                   | 80                    |
| CTV NATIONAL NEWS   | S-S 11:00-11:18           | 9                   | 78                    |
| NICHOLS   | Mon. 8:30- 9:30           | 8                   | 71                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00           | 8                   | 73                    |
| THE HUMAN JOURNEY: 'Where We Live'  | Sun. 2:00-10:00           | 8                   | 75                    |
| HERE COME THE SEVENTIES   | Thu. 9:30-10:00           | 7                   | 54                    |
| DON RICKLES   | Fri. 7:30- 8:00           | 7                   | 73                    |
| ANYTHING YOU CAN DO   | M-F 3:30- 4:00            | 7                   | 79                    |
| UNTAMED WORLD   | Sun. 5:00- 5:30           | 7                   | 84                    |
| ANOTHER WORLD   | M-F 3:00- 3:30            | 6                   | 85                    |
| + SPORTS BEAT '72   | Wed. 10:30-11:00          | 5                   | 73                    |
| WHAT'S THE GOOD WORD?   | M-F 2:30- 3:00            | 5                   | 81                    |
| STORY THEATRE   | Fri. 7:00- 7:30           | 4                   | 51                    |

\* Re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.



an absence of five weeks, MAN ALIVE this week drew a 4 per cent audience that was only about half as big as weekly audiences to the series between mid-December and late January though about equal in size to audiences of earlier 'Man Alive' programs this season. Titled 'Mary Stuart vs. John Knox - Politics of Passion', the program was a dramatic reconstruction of the 16th century religious debate between Mary Queen Of Scots and John Knox. Marilyn Lightstone was cast as Mary, Anthony Palmer as Knox. The index of audience enjoyment was 62 - 6 points below the enjoyment norm for the 'Man Alive' series this season but just slightly lower than the 65 index for the October 18 dramatization of the King Charles I - Oliver Cromwell confrontation.

. In its first half-hour program of the season, MAN AT THE CENTER (Monday 10:00-10:30 pm) this week had Toronto architects Jack Diamond and Barton Myers talk with Lister Sinclair about the newly-introduced Vincent Massey Awards for Architecture and about the present use of space in Canadian cities. At 4 per cent, the audience was substantially smaller than the audiences for any of the four preceding one-hour 'Man At The Center' programs; the level of audience enjoyment, represented by an index of 58, was also much the lowest for any program in the current series:

|         |  | <u>PER CENT</u><br><u>VIEWING</u> | <u>INDEX OF</u><br><u>ENJOYMENT</u> |
|---------|--|-----------------------------------|-------------------------------------|
| Feb. 7  | Profile of 19th century writer, Henry David Thoreau                              | 8                                 | 74                                  |
| Feb. 14 | Profile of 19th century artist, Paul Kane (repeat)                               | 7                                 | 80                                  |
| Feb. 21 | Life and work of entomologist Jean-Henri Fabre                                   | 8                                 | 83                                  |
| Feb. 28 | America in the 1830s, as seen by French statesman Alexis de Tocqueville (repeat) | 6                                 | 72                                  |
| Mar. 6  | Architects Jack Diamond and Barton Myers on architecture and city planning       | 4                                 | 58                                  |

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 3 - 9, 1972

| DATE        | TIME        | CBC PROGRAM                              |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM                           |
|-------------|-------------|--|----|--|---------------------------------------|
| FRI<br>3RD  | 7:00- 7:30  | Local Programming                        |    | 5  | STORY THEATRE                         |
|             | 7:30- 8:00  | Not Complete Network                     |    | 8  | DON RICKLES                           |
|             | 8:00- 8:30  | 'MECCA, THE FORBIDDEN CITY'              | 13 | 15   | FRIDAY NIGHT MOVIE<br>( 'Backtrack' ) |
|             | 8:30- 9:00  |  |    |  |                                       |
|             | 9:00- 9:30  | TOMMY HUNTER (Repeat)                    | 13 |  |                                       |
|             | 9:30-10:00  |  |    |  |                                       |
|             | 10:00-10:30 | Not Complete Network                     |    | 18   | F.B.I.                                |
| 10:30-11:00 |             |  |    |  |                                       |
| SUN<br>5TH  | 7:00- 7:30  | THE ROVERS                               | 17 | 14   | ROOM 222                              |
|             | 7:30- 8:00  | JIMMY STEWART                            | 15 | 17   | MOD SQUAD                             |
|             | 8:00- 8:30  | FLIP WILSON                              | 33 |  |                                       |
|             | 8:30- 9:00  |  |    |  |                                       |
|             | 9:00- 9:30  | 'THE WHITEOAKS OF JALNA'                 | 14 | 9  | THE HUMAN JOURNEY: 'WHERE<br>WE LIVE' |
|             | 9:30-10:00  |  |    |  |                                       |
|             | 10:00-10:30 | 'WHERE THE MONEY GOES' (Repeat)          | #  | 17   | + MANNIX                              |
| 10:30-11:00 |             |  |    |  |                                       |
| MON<br>6TH  | 7:00- 7:30  | Local Programming                        |    | 12   | + DORIS DAY                           |
|             | 7:30- 8:00  | Not Complete Network                     |    | 16   | MEDICAL CENTER                        |
|             | 8:00- 8:30  | THE PARTRIDGE FAMILY                     | 25 |  |                                       |
|             | 8:30- 9:00  | CANNON                                   | 28 | 10   | NICHOLS                               |
|             | 9:00- 9:30  |  |    |  |                                       |
|             | 9:30-10:00  | FRONT PAGE CHALLENGE                     | 20 | 9  | PIG 'N' WHISTLE                       |
|             | 10:00-10:30 | MAN AT THE CENTER                        | 3  | 21   | IRONSIDE                              |
| 10:30-11:00 | MAN ALIVE   | 2  |    |  |                                       |
| TUE<br>7TH  | 7:00- 7:30  | Local Programming                        |    | Not Complete Network                           |                                       |
|             | 7:30- 8:00  | Not Complete Network                     |    | 19   | MARCUS WELBY, M.D.                    |
|             | 8:00- 8:30  | MARY TYLER MOORE (Repeat)                | 21 |  |                                       |
|             | 8:30- 9:00  | CAROL BURNETT                            | 28 | Not Complete Network                           |                                       |
|             | 9:00- 9:30  |  |    |  |                                       |
|             | 9:30-10:00  | TELESCOPE                                | 7  | 12   | IAN TYSON                             |
|             | 10:00-10:30 | TUESDAY NIGHT ( 'The Takeover<br>Game' ) | 6  | 17   | THE PERSUADERS                        |
| 10:30-11:00 |             |  |    |  |                                       |
| THU<br>9TH  | 7:00- 7:30  | Local Programming                        |    | Not Complete Network                           |                                       |
|             | 7:30- 8:00  | Not Complete Network                     |    | 12   | + LONGSTREET                          |
|             | 8:00- 8:30  | O'HARA, UNITED STATES TREASURY           | 20 |  |                                       |
|             | 8:30- 9:00  |  |    |  |                                       |
|             | 9:00- 9:30  | Not Complete Network                     |    | 17   | DEAN MARTIN                           |
|             | 9:30-10:00  |  |    |  |                                       |
|             | 10:00-10:30 |  |    | 8  | HERE COME THE SEVENTIES               |
| 10:30-11:00 | 13          |  |    | + THE BOLD ONES (Repeat)                       |                                       |
| S-S         | 11:00-11:20 | CBC NEWS                                 | 12 | 10   | CTV NEWS                              |

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available.

NOTE: 'Live' (i.e., non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- . On Thursday at 10:00-11:00 pm on the metronet and some CBC affiliated stations, MIDWEEK this week presented 'Mission Japan', a program co-produced by CBC and the Financial Post on the recent Canadian trade mission to Japan. Both the 3 per cent audience and the index of 71 were about average for 'Midweek' this season.
  
- . This week's 8 per cent audience to PROGRAM X (Thursday 9:30-10:00 pm on the metronet and some affiliate stations) was midway in size between the peak 10 per cent reached by each of its last two programs and the 6 per cent average for the series as a whole. This week's drama, 'Relax, Old Man' by Anthony L. Flanders, was about a man who, feeling that life was passing him by, decided to change his entire lifestyle. Typical of the 'Program X' series, the majority of those who watched this play were not too favourably impressed and the index of enjoyment for the audience as a whole was only 49.
  
- . For the second successive week THE WHITEOAKS OF JALNA (Sunday 9:00-10:00 pm) drew an 18 per cent national audience representing some 2.2 million adult and teenage viewers - an audience only about two-thirds as big as the audience to each of the first two episodes. Nor was there any significant change this week in viewer reaction to 'Jalna', the index of audience enjoyment for this, the sixth program in the series, being another 60. The record to date:

| <u>DATE</u> | <u>PER CENT<br/>VIEWING</u> | <u>INDEX OF<br/>ENJOYMENT</u> |
|-------------|-----------------------------|-------------------------------|
| Jan. 23     | 27%                         | 57                            |
| Jan. 30     | 27%                         | 65                            |
| Feb. 6      | 23%                         | 62                            |
| Feb. 13     | 21%                         | 60                            |
| Feb. 20     | .....pre-empted....         |                               |
| Feb. 27     | 18%                         | 61                            |
| Mar. 5      | 18%                         | 60                            |

- . With all but one of its five programs rating indices of enjoyment of 76-77, TAKE THIRTY (weekdays 3:00-3:30 pm) had a generally favourable audience reception this week. The exception was Tuesday's repeat of last summer's profile of Winnipeg alderman Joe Zuken (index 69). The remaining programs: on Friday, a report on the recent National Conference On Family Planning; on Monday, the conclusion of last week's interview with novelist Lawrence Durrell; on Wednesday, a look at the trafficking of illegal drugs in Canada; and on Thursday, a discussion of the probable ecological effects of the proposed Fraser River dam. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five days, 8 per cent.
- . On Tuesday from 9:30-10:00 pm, in a program titled 'Miller's Many World's', TELESCOPE profiled British writer-performer-director Jonathan Miller. The audience was 9 per cent - about as big as the audience (10 per cent) to 'The Pratt's Of Newfoundland' on February 22, but somewhat smaller than the 12-14 per cent audiences of other 'Telescope' broadcasts since the beginning of January. Nor was audience reaction to this week's profile as favourable as to most 'Telescope' programs in recent weeks, the index of enjoyment of 61 being some 4-5 points lower than any recorded for the series since Christmas (average January-February index 71).
- . On Wednesday, 8:00-8:30 pm, THIS LAND looked at the effects of industrial development on the ecological balance of the Gulf of St. Lawrence. Commenting were Dr. R. Dickie of the Bedford Institute of Oceanographic Studies and Marcel Hubert, a fisherman on the Gulf. The audience, essentially unchanged in size since mid-January, was 10 per cent; the index of enjoyment, also about average for 'This Land' over this same period, was 79.
- . This week's TUESDAY NIGHT (10:00-11:00 pm), 'The Takeover Game', looked at takeovers of Canadian companies by foreign interests. Produced for 'Tuesday Night' by Douglas Leiterman and Philip Hobel, the program reviewed case histories of companies which in recent years have been bought out or otherwise acquired, or which have sold a majority of their shares to U.S. interests. The 7 per cent audience to this week's program was about average for the current series, though substantially smaller than the peak 10-12 per cent audiences attracted to 'Tuesday Night' programs this season on earthquake prospects in San Francisco



(October 12), on homosexuality (November 30), on the suffering of children in Vietnam (January 11) and on the health hazards of smoking (February 15). 'The Takeover Game' came in for much praise, however, from those who watched it; it was felt to have been clearly presented, to have covered a subject that made for worthwhile viewing, and to have provided a lot of new information. Reflecting this, the overall index of enjoyment, 77, was three points above average for 'Tuesday Night' this season.

- . In the usual 'Rowan and Martin' slot at 8:00-9:00 pm on Friday, the network this week carried MECCA, THE FORBIDDEN CITY - a film providing a first-hand look inside one of the world's most closely guarded religious domains. The 15 per cent audience, though only about two-thirds the size of the usual audience to the pre-empted 'Laugh-In', was slightly bigger than the 11-13 per cent audiences attracted in this same Friday slot by each of the season's two 'Hart and Lorne Terrific Hour' comedies (on November 19 and January 14) and by the recent (February 11) 'Ginette Reno' music special. 'Mecca, The Forbidden City' rated an index of audience enjoyment of 68.
- . Continuing its series of Wednesday music specials, the network (from 9:30-10:30 pm) this week carried THE NATIONAL FILM BOARD OF CANADA PRESENTS JABLONSKI, a concert documentary on pianist Marek Jablonski. The program included comment by Jablonski on his life and work, showed him on a visit to his native Poland, making his concert debut in Spain, and performing for school children in Montreal. The index of enjoyment was 69, the audience 7 per cent - about the same size as the audiences to most music 'specials' that have been presented this season in the Wednesday 9:30-10:30 pm slot.
- . The TOMMY BANKS SHOW this week concluded its ten-week run in the Wednesday 10:30-11:00 pm slot with a program with composer Brent Titcomb as guest. The 5 per cent audience was one of the smallest audiences for the series this season (average 7-8 per cent); the index of audience enjoyment was 58, substantially below the average enjoyment index of 64 for the series as a whole and much below the peak index of 75 attained by the January 19 'Tommy Banks' show featuring Juliette.



# A CBC RESEARCH REPORT

TV/72/16

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 10-16, 1972

### THIS WEEK

Special network programming this week for which audience data is available included the opera 'Romeo and Juliet', the film 'Chariots of the Gods' and (on the metronet and some affiliate stations) a Sunday afternoon program highlighting the recent Canadian Curling Championships.

Because of insufficient advance notice of scheduling, no audience information is available on the following other special programs broadcast this week: a special 'Take Thirty' on historian Arnold Toynbee; the films 'A Breath Of Wilderness', 'The Sorcerer', and 'The Coming Of Spring'; and a Saturday broadcast on the 1972 Canadian Curling Championships. Nor, because of a change in scheduling, is information available this week for Saturday's 'Hockey Night In Canada'.

Regular programs pre-empted throughout the country this week included 'Update', 'Technoflash', 'World Of Music', 'Encounter', 'Jimmy Stewart', 'Flip Wilson', and 'Man At The Top'.

### SOURCE OF INFORMATION

The information in this report was obtained through

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 10-16, 1972

| PROGRAM  | TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|-----------------------|---------------------|-----------------------|
| THE WONDERFUL WORLD OF DISNEY (Repeat)                 | Sun. 6:00- 7:00       | 35                  | 87                    |
| CAROL BURNETT (Repeat)                                 | Tue. 8:30- 9:30       | 32                  | 74                    |
| CANNON   | Mon. 8:30- 9:30       | 29                  | 82                    |
| 'CHARIOTS OF THE GODS'                                 | Sun. 7:30- 9:00       | 29                  | 90                    |
| THE PARTRIDGE FAMILY                                   | Mon. 8:00- 8:30       | 29                  | 78                    |
| MARY TYLER MOORE (Repeat)                              | Tue. 8:00- 8:30       | 23                  | 75                    |
| O'HARA, UNITED STATES TREASURY (Repeat)                | Thu. 8:00- 9:00       | 22                  | 79                    |
| + HOCKEY NIGHT IN CANADA                               | Sat. 8:00-10:40       | 21                  | 84                    |
| FRONT PAGE CHALLENGE                                   | Mon. 9:30-10:00       | 21                  | 78                    |
| ROWAN AND MARTIN                                       | Fri. 8:00- 9:00       | 20                  | 65                    |
| THE ROVERS   | Sun. 7:00- 7:30       | 20                  | 73                    |
| TOMMY HUNTER   | Fri. 9:00-10:00       | 18                  | 81                    |
| THE WHITEOAKS OF JALNA (Episode 7)                     | Sun. 9:00-10:00       | 17                  | 58                    |
| * CBC NATIONAL NEWS                                    | S-S 11:00-11:21       | 14                  | 80                    |
| THIS LAND  | Wed. 8:00- 8:30       | 12                  | 87                    |
| EDGE OF NIGHT  | M-F 3:30- 4:00        | 12                  | 83                    |
| TELESCOPE (Profile of 'Ma' Murray)<br>(Repeat)         | Tue. 9:30-10:00       | 12                  | 80                    |
| AUDUBON WILDLIFE THEATRE                               | Sun. 5:00- 5:30       | 11                  | 90                    |
| ‡ COUNTRYTIME (Repeat)                                 | Sat. 10:42-11:00      | 11                  | 81                    |
| FAMILY COURT   | M-F 4:00- 4:30        | 9                   | 78                    |
| 'ROMEO AND JULIET' (opera)                             | Wed. 8:30-10:30       | 9                   | 42                    |
| CBC WEEKEND  | Sun. 10:00-11:00      | 8                   | 60                    |
| MAN AT THE CENTER (Negligence And The<br>Law - Part 1) | Mon. 10:00-10:30      | 7                   | 71                    |
| CANADIAN COLLEGE SPORTS                                | Sat. 2:00- 4:00       | 6                   | 76                    |
| △ TUESDAY NIGHT (Joey Smallwood)                       | Tue. 10:00-11:00      | 6                   | 69                    |
| TAKE THIRTY  | M-F. 3:00- 3:30       | 4                   | 75                    |
| ONE NORTHERN SUMMER (Repeat)                           | Wed. 4:30- 5:00       | 4                   | 86                    |
| MAN ALIVE (Dr. Edward Teller)                          | Mon. 10:30-11:00      | 4                   | 65                    |
| * COUNTRY CANADA                                       | Sun. 1:30- 2:00       | 3                   | 82                    |
| ‡ * PROVINCIAL AFFAIRS                                 | Sat. 11:15-11:22      | 2                   | \$                    |
| NATION'S BUSINESS (Progressive<br>Conservative Party)  | Sun. 11:15-11:21      | 2                   | \$                    |
| THE NEW MAJORITY                                       | Sun. 4:30- 5:00       | 1                   | \$                    |

+ Not telecast in Toronto, London, Wingham, Barrie and Windsor.

\* Re-scheduled in some areas (in case of multi-day programs on one or more occasions).

‡ Broadcast at 8:30 pm in Toronto, London, Windsor, Barrie and Wingham.

‡ Pre-empted on CBMT, Montreal.

\$ Sample too small for reliable reporting of enjoyment level.

△ Not carried in Newfoundland.



the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 10-16, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                            |                           |                     |                       |
| THE IRISH ROVERS   | Mon. 7:30- 8:00           | 19                  | 84                    |
| HYMN SING  | Sun. 5:30- 6:00           | 11                  | 80                    |
| PROGRAM X ('Outport')  | Thu. 9:30-10:00           | 7                   | 46                    |
| IN THE MOOD (Repeat)   | Thu. 7:30- 8:00           | 5                   | 58                    |
| 1972 CANADIAN CURLING CHAMPIONSHIPS                          | Sun. 2:30- 4:00           | 4                   | 78                    |
| * LET'S CALL THE WHOLE THING ORFF                            | Sat. 7:00- 7:30           | 4                   | 37                    |
| MIDWEEK (on Northern Ireland)                                | Thu. 10:00-11:00          | 4                   | 71                    |
| * REPLAY   | Sat. 6:30- 7:00           | 3                   | 71                    |
| THE GALLOPING GOURMET  | M-F 1:30- 2:00            | 2                   | 70                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | 71                    |
| * SUZUKI ON SCIENCE  | Sun. 2:00- 2:30           | 2                   | \$                    |
| * ANALOG   | Sun. 1:00- 1:30           | 2                   | \$                    |
| PAUL BERNARD, PSYCHIATRIST (Repeats)                         | M-F 2:00- 2:30            | 1                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| ALL IN THE FAMILY  | Thu. 9:00- 9:30           | 24                  | 87                    |
| THE WONDERFUL WORLD OF DISNEY (Repeat)                       | Sun. 6:00- 7:00           | 19                  | 86                    |
| GET SMART  | M-F 5:30- 6:00            | 11                  | 75                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 6                   | 73                    |
| SINGALONG JUBILEE  | Wed. 7:30- 8:00           | 5                   | 68                    |
| WORLD TV SHOWCASE (Main Chance - 'The Piper Calls The Tune') | Fri. 10:00-11:00          | 3                   | \$                    |
| <u>CTV PROGRAMS</u>  |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:29           | 29                  | 84                    |
| 1972 WORLD FIGURE SKATING CHAMPIONSHIPS                      | Fri. 11:03-12:58am        | 19                  | 90                    |
| MARCUS WELBY, M.D.   | Tue. 8:00- 9:00           | 17                  | 85                    |
| IRONSIDE (Repeat)  | Mon. 10:00-11:00          | 17                  | 77                    |
| THE PERSUADERS   | Tue. 10:00-11:00          | 16                  | 78                    |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 14                  | 73                    |
| MEDICAL CENTER (Repeat)                                      | Mon. 7:30- 8:30           | 14                  | 82                    |
| MOD SQUAD (Repeat)   | Sun. 7:30- 8:30           | 13                  | 84                    |
| + MANNIX (Repeat)  | Sun. 10:00-11:00          | 13                  | 78                    |
| + THE BOLD ONES  | Thu. 10:00-11:00          | 12                  | 86                    |
| * F.B.I.   | Fri. 10:00-11:00          | 12                  | 77                    |
| IAN TYSON  | Tue. 9:30-10:00           | 11                  | 73                    |
| ROOM 222   | Sun. 7:00- 7:30           | 11                  | 77                    |
| + * FRIDAY NIGHT MOVIE ('How To Frame A Figg') (Repeat)      | Fri. 8:00-10:00           | 11                  | 74                    |
| + LONGSTREET (Repeat)  | Thu. 7:30- 8:30           | 11                  | 80                    |
| ROLLIN' ON THE RIVER   | Sat. 7:00- 8:00           | 10                  | 72                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 10                  | 79                    |
| + ACADEMY PERFORMANCE ('A Matter Of Conscience') (Repeat)    | Sat. 8:00-10:00           | 9                   | 72                    |
| + DORIS DAY (Repeat)   | Mon. 7:00- 7:30           | 9                   | 69                    |
| NICHOLS  | Mon. 8:30- 9:30           | 9                   | 73                    |
| * CTV NATIONAL NEWS  | S-S 11:00-11:18           | 8                   | 78                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00            | 7                   | 77                    |
| HERE COME THE SEVENTIES                                      | Thu. 9:30-10:00           | 6                   | 72                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 6                   | 84                    |
| WIDE WORLD OF SPORTS   | Sat. 4:30- 6:00           | 6                   | 75                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30           | 6                   | 83                    |
| SPORTS BEAT '72  | Wed. 10:30-11:00          | 5                   | 72                    |
| WHAT'S THE GOOD WORD?  | M-F 2:30- 3:00            | 5                   | 82                    |
| W5   | Sun. 9:00-10:00           | 5                   | 60                    |
| + DON RICKLES  | Fri. 7:30- 8:00           | 5                   | 71                    |
| + STORY THEATRE  | Fri. 7:00- 7:30           | 3                   | \$                    |

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

PROGRAM NOTES

- . In the Sunday 7:30-9:00 pm period normally occupied by the 'Jimmy Stewart' and 'Flip Wilson' shows, the network this week presented CHARIOTS OF THE GODS. Produced in Germany and based on Erich Von Daniken's book of the same name, the program reviewed some of the evidence that led Von Daniken to conclude that extraterrestrial beings visited the Earth centuries ago. With the great majority of those who watched 'Chariots Of The Gods' finding it a very informative, fascinating and thought-provoking program, the index of enjoyment for the audience as a whole was a very high 90. The audience was also large - 29 per cent, one of the biggest program audiences of the week though still substantially smaller than the average 36 per cent audience for the pre-empted (8:00-9:00 pm) 'Flip Wilson'.
  
- . This week's Sunday 9:00-10:00 pm audience to the seventh episode of THE WHITEOAKS OF JALNA was 17 per cent - slightly smaller than 'Jalna' audiences of the past two weeks and much below the initial audience level of 27 per cent for the first two programs of the series. Nor did Sunday's episode attain quite as high a level of viewer enjoyment as most previous programs in the series. At 58, the index of enjoyment about equalled that of the opening broadcast (57) and was 2-7 points lower than the level of audience enjoyment maintained by episodes two-through-six. The record to date:

| <u>DATE</u> | <u>PER CENT<br/>VIEWING</u> | <u>INDEX OF<br/>ENJOYMENT</u> |
|-------------|-----------------------------|-------------------------------|
| Jan. 23     | 27%                         | 57                            |
| Jan. 30     | 27%                         | 65                            |
| Feb. 6      | 23%                         | 62                            |
| Feb. 13     | 21%                         | 60                            |
| Feb. 20     | .. Pre-empted..             |                               |
| Feb. 27     | 18%                         | 61                            |
| Mar. 5      | 18%                         | 60                            |
| Mar. 12     | 17%                         | 58                            |

TABLE 3  
PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 10-16, 1972

| DATE        | TIME<br>(Eastern, pm) | CBC PROGRAM                                |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS |                         | CTV PROGRAM             |  |
|-------------|-----------------------|--|----|--|-------------------------|-------------------------|--|
| SUN<br>12TH | 7:00- 7:30            | THE ROVERS                                 |    | 16   | 13                      | ROOM 222                |  |
|             | 7:30- 8:00            | 'CHARIOTS OF THE GODS'                     |    | 28   | 15                      | MOD SQUAD (Repeat)      |  |
|             | 8:00- 8:30            |  |    |  | Not Complete Network    |                         |  |
|             | 8:30- 9:00            |  |    |  |                         |                         |  |
|             | 9:00- 9:30            | 'THE WHITEOAKS OF JALNA'                   |    | 14   | 5                       | W5                      |  |
|             | 9:30-10:00            |  |    |  |                         |                         |  |
|             | 10:00-10:30           | CBC WEEKEND                                |    | 7  | 14                      | + MANNIX (Repeat)       |  |
|             | 10:30-11:00           |  |    |  |                         |                         |  |
| MON<br>13TH | 7:00- 7:30            | Local Programming                          |    |  | 11                      | + DORIS DAY (Repeat)    |  |
|             | 7:30- 8:00            | Not Complete Network                       |    |  | 16                      | MEDICAL CENTER (Repeat) |  |
|             | 8:00- 8:30            | THE PARTRIDGE FAMILY                       | 25 |  |                         |                         |  |
|             | 8:30- 9:00            | CANNON                                     | 25 | 10   | NICHOLS                 |                         |  |
|             | 9:00- 9:30            |  |    |  |                         |                         |  |
|             | 9:30-10:00            | FRONT PAGE CHALLENGE                       | 18 | 11   | PIG 'N' WHISTLE         |                         |  |
|             | 10:00-10:30           | MAN AT THE CENTER                          | 6  | 20   | IRONSIDE (Repeat)       |                         |  |
|             | 10:30-11:00           | MAN ALIVE                                  | 3  |  |                         |                         |  |
| TUE<br>14TH | 7:00- 7:30            | Local Programming                          |    |  | Not Complete Network    |                         |  |
|             | 7:30- 8:00            |  |    |  |                         |                         |  |
|             | 8:00- 8:30            | MARY TYLER MOORE (Repeat)                  | 19 | 19   | MARCUS WELBY, M.D.      |                         |  |
|             | 8:30- 9:00            | CAROL BURNETT (Repeat)                     | 28 | Not Complete Network                           |                         |                         |  |
|             | 9:00- 9:30            |  |    |  |                         |                         |  |
|             | 9:30-10:00            | TELESCOPE (Repeat)                         | 10 | 12   | IAN TYSON               |                         |  |
|             | 10:00-10:30           | △ TUESDAY NIGHT (Joey Smallwood)           | 5  | 20   | THE PERSUADERS          |                         |  |
|             | 10:30-11:00           |  |    |  |                         |                         |  |
| THU<br>16TH | 7:00- 7:30            | Local Programming                          |    |  | Not Complete Network    |                         |  |
|             | 7:30- 8:00            | Not Complete Network                       |    |  | 13                      | + LONGSTREET (Repeat)   |  |
|             | 8:00- 8:30            | O'HARA, UNITED STATES TREASURY<br>(Repeat) | 17 |  |                         |                         |  |
|             | 8:30- 9:00            |  |    | 16   | DEAN MARTIN             |                         |  |
|             | 9:00- 9:30            | Not Complete Network                       |    | 8  | HERE COME THE SEVENTIES |                         |  |
|             | 9:30-10:00            |  |    |  |                         |                         |  |
|             | 10:00-10:30           |  |    | 14   | + THE BOLD ONES         |                         |  |
|             | 10:30-11:00           |  |    |  |                         |                         |  |
| S-S         | 11:00-11:20           | * CBC NEWS                                 | 12 | 9  | * CTV NEWS              |                         |  |

△ Not carried in Newfoundland.

\* Re-scheduled in some areas on one occasion.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Friday, Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Friday, Saturday and Wednesday data in this table.



. In line with the smaller audiences that CBC WEEKEND (Sunday 10:00-11:00 pm) has been drawing since mid-February, this week's 8 per cent audience remained significantly below the level of previous January-February 'Weekend' audiences of 10-12 per cent. Nor was this week's program enjoyed as much as usual; indeed the index of audience enjoyment of 60 was one of the two lowest indices for a 'Weekend' program this season and much below the average index of enjoyment of 72 for the current series. The all-political content of this week's program: a twenty-five minute report on the Florida primary for the Democratic nomination, an interview with Progressive Conservative Party leader Robert Stanfield, and a talk with British Prime Minister Edward Heath.

. At 10:30-11:00 pm on Monday, MAN ALIVE presented the first program of a three-part sub-series on 'Science and Conscience'. In this week's broadcast, Dr. Edward Teller, a physicist largely responsible for the development of the hydrogen bomb, talked of his lack of belief in God, his deep love for science and of his concern about the growing disenchantment of modern American youth with science. The audience to the program was 4 per cent, the index of audience enjoyment 65. While both these figures are only slightly below average for this season's 'Man Alive' series as a whole, this represents a much lower level of performance than was characteristic of 'Man Alive' from about mid-December until the series was interrupted at the end of January; over this period 'Man Alive' was averaging about an 8 per cent audience and an index of enjoyment of about 74. The record to date:

| <u>DATE</u> | <u>PROGRAM CONTENT</u>  | <u>PER CENT VIEWING</u> | <u>INDEX OF ENJOYMENT</u> |
|-------------|---|-------------------------|---------------------------|
| Oct. 4      | Religious issues in Northern Ireland (Program not carried in Ontario).                                      | 4                       | Data not available        |
| Oct. 11     | Bishop Carter discussing Vatican Synod of Bishops and celibacy of priests (Program not carried in Ontario). | 2                       | Data not available        |
| Oct. 18     | 'Cromwell vs. Charles I': a dramatization of events leading to the execution of Charles I.                  | 4                       | 65                        |

...continued

...continued

| <u>DATE</u> | <u>PROGRAM CONTENT</u>  | <u>PER CENT<br/>VIEWING</u> | <u>INDEX OF<br/>ENJOYMENT</u> |
|-------------|---|-----------------------------|-------------------------------|
| Oct. 25     | Interview with the Archbishop of Canterbury.  | 4                           | 65                            |
| Nov. 1      | Interview with Eli Weisel, survivor of a Nazi concentration camp.   | 4                           | 61                            |
| Nov. 8      | Talks with, and performance by rock groups, illustrating trends in rock music.                                    | 6                           | 54                            |
| Nov. 15     | Discussion with members of an Indian community about changes in Indians' traditional way of life.                 | 5                           | 73                            |
| Nov. 22     | Visit of members of clergy to a Toronto mental health clinic.   | 4                           | 55                            |
| Nov. 29     | Pre-empted  | -                           | -                             |
| Dec. 6      | Report on religious-political implications of policy of apartheid in South Africa.                                | 4                           | 63                            |
| Dec. 13     | Attitudes of a P.E.I. congregation towards the church's practice of concerning itself with world problems.        | 4                           | 58                            |
| Dec. 20     | A behind-the-scenes look at the CBC-TV series 'Hymn Sing'.  | 7                           | 76                            |
| Dec. 27     | Film of pilgrimage to Lourdes of a group of retarded adults.  | 7                           | 76                            |
| Jan. 3      | Interview with Roman Catholic theologian Hans Kung, author of controversial book challenging papal infallibility. | 6                           | 61                            |

| ...continued        |  | PER CENT       | INDEX OF         |
|---------------------|--|----------------|------------------|
| <u>DATE</u>         | <u>PROGRAM</u>   | <u>VIEWING</u> | <u>ENJOYMENT</u> |
| Jan. 10             | Malcolm Muggeridge interviews Mother Theresa whose work with poor people in Calcutta inspired his recent book. | 8              | 77               |
| Jan. 17             | First of a two-part series on 'Surviving', following the loss of a spouse.                                     | 10             | 76               |
| Jan. 24             | Second program of 'Surviving' series.  | 9              | 77               |
| Jan. 31-<br>Feb. 28 | Series off the air.  | -              | -                |
| Mar. 6              | 'Mary Stuart vs. John Knox': a dramatization of confrontation between reformer Knox and Mary Queen of Scots.   | 4              | 62               |
| Mar. 13             | Interview with H-bomb physicist Dr. Edward Teller on questions of science and conscience.                      | 4              | 65               |

. MAN AT THE CENTER (Monday 10:00-10:30 pm) this week presented the first program of a two-part series on 'Negligence and the Law'. This opening broadcast examined laws pertaining to certain accident cases and discussed the differences in the handling of damage claims in Quebec and other provinces. Produced in Winnipeg and hosted by Dale Gibson, the program was moderately well received with an enjoyment index of 71. The size of the audience was 7 per cent - nearly twice as big as the audience to last week's program on architecture and about as big as the audience to each of the four preceding 'Man At The Center' programs - on the life and works of Henry David Thoreau, Paul Kane, Jean-Henri Fabre and Alexis de Tocqueville.

. MIDWEEK (Thursday 10:00-11:00 pm on the metronet and some affiliate stations) this week devoted its entire program to an in-depth examination of the Northern Ireland situation. The broadcast, which drew a typical 'Midweek' audience of 4 per cent, featured interviews with Prime Ministers Heath, Lynch and Faulkner and included comment by four young Protestant lawyers on the non-extremist

majority position in Northern Ireland. The index of enjoyment for the broadcast as a whole was 71 - the same level of enjoyment attained by each of the last three 'Midweek' programs and just slightly above average for the series.

- . Thursday's PROGRAM X (9:30-10:00 pm on the metronet and some affiliate stations) was Angus Braid's 'Outport', a tale of what happens to a Newfoundland outport family when the first automobile arrives in the community. The audience, down slightly from the week before, was 7 per cent, the index of audience enjoyment, 46, some 5 points below the norm for the series.
- . With each of its five programs rating an index in the narrow 73-76 range, TAKE THIRTY (weekdays 3:00-3:30 pm) had another generally favourable audience reception this week. Only one of the five broadcasts - the Friday report on 'Community Schools' - was an original. The remaining four were repeats of earlier 'Take Thirty' programs: on Monday, a talk with Carla Monti about her book 'W.C. Fields and Me'; on Tuesday, a discussion of marital problems; and on Wednesday and Thursday, a two-part report on organ transplants. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five-day period, 9 per cent.
- . At 9:30-10:00 pm on Tuesday, TELESCOPE presented a repeat of one of its most enjoyed programs of the current series - a profile of British Columbia newswoman 'Ma Murray'. On its first showing last September the program rated a specially high index of enjoyment of 82 and this week it was almost equally well received with an index of 80 - some ten index points above average for 'Telescope' this season. At 12 per cent, the audience this week was virtually the same size as the audience to the original broadcast.
- . At 8:00-8:30 pm on Wednesday, THIS LAND drew one of its biggest audiences of the season (12 per cent as against an average 9 per cent) to a program in which author-naturalist Andy Russell told of his experiences with grizzly bears and discussed the effects of the changing ecology of the Rocky Mountain foothills on



the grizzly and other wildlife of the area. The program was very well received with an enjoyment index of 87 - about equal to the previous peak index for a 'This Land' broadcast this season and well above the series' already high enjoyment norm of 79. The complete audience enjoyment record for 'This Land' to date:

| <u>DATE</u> | <u>PROGRAM CONTENT</u>  | <u>INDEX OF<br/>ENJOYMENT</u> |
|-------------|---|-------------------------------|
| Oct. 20     | 'Across This Land' - a preview of the coming season                             | 77                            |
| Oct. 27     | The past, present and future of the small western farmer                        | 77                            |
| Nov. 3      | Inhabitants of the Magdalen Islands   | 80                            |
| Nov. 10     | Stoney Indians of Kootenay Plains Alberta oppose the Big Horn Dam               | 81                            |
| Nov. 17     | Plea for preservation of the undeveloped wild country of British Columbia       | 84                            |
| Dec. 1      | The health danger of asbestos   | 78                            |
| Dec. 8      | Newfoundland aid to people wishing to leave outposts and migrate to urban areas | 82                            |
| Dec. 15     | Gathering at Batoche, Saskatchewan, home of Louis Riel                          | 74                            |
| Dec. 22     | Canada's North Country as seen by singer-composer Bob Ruzicka                   | 75                            |
| Dec. 29     | Profile of mountaineer Edward Feutz and history of the Rockies                  | 85                            |
| Jan. 5      | Problems caused by ever increasing accumulation of used-up goods.               | 74                            |
| Jan. 12     | Amateur photographers on a canoe trip through Quetico Park                      | 84                            |
| Jan. 19     | Hydro-electric power dams and their effect on people, wildlife and ecology.     | 79                            |

...continued

...continued

| <u>DATE</u> | <u>PROGRAM</u>                                    | <u>INDEX OF<br/>ENJOYMENT</u> |
|-------------|---|-------------------------------|
| Jan. 26     | Profile of author, 'Markoosie'                    | 80                            |
| Feb. 16     | Canada as a shipping and ship-<br>building nation | 77                            |
| Feb. 23     | Concern about food additives                      | 77                            |
| Mar. 1      | National parks                                    | 86                            |
| Mar. 8      | Ecological report on Gulf of<br>St. Lawrence      | 79                            |
| Mar. 15     | The grizzly bear.                                 | 87                            |

. This week's TUESDAY NIGHT (10:00-11:00 pm) was 'Thank You, Joey', an examination of the current political situation in Newfoundland which included interviews with Newfoundlanders about the 23-year reign and recent retirement of former Premier Joey Smallwood. It was broadcast in all parts of the country except in Newfoundland where, because of the upcoming election, another program was shown. The size of the audience to 'Thank You, Joey' was 6 per cent, just about average for 'Tuesday Night' this season. The program was less well received, however, by those who watched it than is usual for 'Tuesday Night' programs, the index of enjoyment of 69 being one of the lowest recorded in the current series and significantly below the 'Tuesday Night' average index of 74.

. This week's Wednesday music special was a CBC French network production of the Gounod opera ROMEO AND JULIET. Starring in the title roles were Louise LeBrun and Pierre Duval. Broadcast from 8:30-10:30 pm, the program had a 9 per cent audience representing just slightly over a million viewers. Of the three other operas presented on Wednesday evenings this season, only one - the January 26 repeat of 'Hansel and Gretel' - was scheduled at this same hour and it drew an audience nearly twice the size of the this week's 'Romeo and Juliet'. Broadcast an hour later (at 9:30-11:00 pm), the January 12 presentation of Puccini's 'La Rondine' had a 10 per cent audience and the March 1 presentation of Janacek's 'From The House

Of The Dead' an audience of 6 per cent. The table below lists the size of the audiences for all ten (to date) of this season's Wednesday music specials, including the four operas, and shows the extent to which each of these programs has been enjoyed by those who have watched them:

| <u>DATE AND TIME</u> |            | <u>PROGRAM CONTENT</u>   | <u>PER CENT VIEWING</u> | <u>INDEX OF ENJOYMENT</u> |
|----------------------|------------|--|-------------------------|---------------------------|
| Dec. 29              | 9:30-10:30 | 'Orchestral Passage': CBC Vancouver Chamber Orchestra.                               | 7                       | 59                        |
| Jan. 5               | 9:30-10:30 | 'An English Concert': Sir Michael Tippett conducting the Toronto Symphony Orchestra. | 8                       | 53                        |
| Jan. 12              | 9:30-11:00 | Puccini's opera 'La Rondine'.  | 10                      | 63                        |
| Jan. 19              | 9:30-10:30 | 'The Sound Of August': the 1971 National Youth Orchestra.                            | 7                       | 67                        |
| Jan. 26              | 8:30-10:15 | Humperdinck's opera 'Hansel and Gretel' (Repeat presentation)                        | 16                      | 56                        |
| Feb. 9               | 9:30-10:30 | 'Two In Concert': Cellist Zara Nelsova and pianist Grant Johannesen.                 | 7                       | 50                        |
| Feb. 16              | 9:30-10:30 | Concert by French singer Mireille Mathieu.   | 11                      | 66                        |
| Feb. 23              | 9:30-10:30 | 'One, Two, Three - Three In One': ballet, jazz and modern dance.                     | 8                       | 32                        |
| Mar. 1               | 9:30-11:00 | Janacek's opera 'From The House Of The Dead',  | 6                       | 28                        |
| Mar. 15              | 8:30-10:30 | Gounod's opera 'Romeo and Juliet'  | 9                       | 42                        |

From 11:03 pm-12:58 am eastern time on Friday, the CTV network provided coverage from Calgary of the 1972 WORLD FIGURE SKATING CHAMPIONSHIPS. The program, highlighted by its live coverage of the finals in the women's free skating competition, drew an unusually big late-night audience of 19 per cent and was very well-received with a high enjoyment index of 90.





# A CBC RESEARCH REPORT

TV/72/17

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 17-23, 1972

### THIS WEEK

Special network programming this week for which audience data is available included 'The Irish Rovers In Ireland'; the documentary-drama 'Springhill'; 'The Canadian Income Tax Test' and the first program of the 'Images Of Canada' series.

Other specials, scheduled too late to be included in this week's survey, were: a profile of Canadian Figure Skating Champion Karen Magnussen, highlights of the first annual USSR-USA indoor track and field meet, the film 'Rebirth Of The Horse' and the New York at Philadelphia 'Hockey Night In Canada' game. The latter was scheduled as a last minute replacement for the Toronto-Chicago game which could not be telecast because of the continuing CBC labour-management dispute.

Regular CBC programs pre-empted throughout the country this week included 'Tommy Hunter', 'Analog', 'Tuesday Night' and 'O'Hara, U.S. Treasury'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent con-

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 17-23, 1972

| PROGRAM                                     | DAY/TIME         | PER CENT VIEWING | INDEX OF ENJOYMENT |
|---|------------------|------------------|--------------------|
| THE WONDERFUL WORLD OF DISNEY               | Sun. 6:00- 7:00  | 33               | 82                 |
| FLIP WILSON (Repeat)                        | Sun. 8:00- 9:00  | 32               | 79                 |
| CAROL BURNETT                               | Tue. 8:30- 9:30  | 31               | 76                 |
| CANNON                                      | Mon. 8:30- 9:30  | 30               | 82                 |
| THE PARTRIDGE FAMILY (Repeat)               | Mon. 8:00- 8:30  | 29               | 79                 |
| 'THE IRISH ROVERS IN IRELAND'               | Fri. 9:00-10:00  | 26               | 85                 |
| MARY TYLER MOORE (Repeat)                   | Tue. 8:00- 8:30  | 24               | 78                 |
| ROWAN AND MARTIN                            | Fri. 8:00- 9:00  | 23               | 65                 |
| THE ROVERS                                  | Sun. 7:00- 7:30  | 22               | 78                 |
| FRONT PAGE CHALLENGE (Repeat)               | Mon. 9:30-10:00  | 21               | 76                 |
| JIMMY STEWART (Repeat)                      | Sun. 7:30- 8:00  | 21               | 71                 |
| 'SPRINGHILL' (drama-documentary)            | Wed. 9:30-11:00  | 21               | 77                 |
| 'THE CANADIAN INCOME TAX TEST'              | Thu. 8:00- 9:00  | 18               | 75                 |
| THE WHITEOAKS OF JALNA (Episode 8)          | Sun. 9:00-10:00  | 16               | 62                 |
| CBC NATIONAL NEWS                           | S-S 11:00-11:21  | 14               | 82                 |
| EDGE OF NIGHT                               | M-F 3:30- 4:00   | 13               | 82                 |
| MAN AT THE TOP                              | Wed. 8:30- 9:30  | 12               | 68                 |
| COUNTRYTIME (Repeat)                        | Sat. 10:38-11:00 | 11               | 76                 |
| THIS LAND (Archaeological-digs in B.C.)     | Wed. 8:00- 8:30  | 10               | 84                 |
| AUDUBON WILDLIFE THEATRE                    | Sun. 5:00- 5:30  | 10               | 90                 |
| FAMILY COURT                                | M-F 4:00- 4:30   | 10               | 77                 |
| TELESCOPE ('Memories Of Green Gables')      | Tue. 9:30-10:00  | 10               | 75                 |
| CBC WEEKEND                                 | Sun. 10:00-11:00 | 9                | 62                 |
| MAN AT THE CENTER (Canadian Penal System)   | Mon. 10:00-10:30 | 6                | 72                 |
| MAN ALIVE ('Science and Conscience'-Part I) | Mon. 10:30-11:00 | 6                | 76                 |
| IMAGES OF CANADA ('The Craft Of History')   | Tue. 10:00-11:00 | 6                | 70                 |
| TAKE THIRTY (Repeats)                       | M-F 3:00- 3:30   | 5                | 71                 |
| ONE NORTHERN SUMMER                         | Wed. 4:30- 5:00  | 3                | 89                 |
| COUNTRY CANADA (Repeat)                     | Sun. 1:30- 2:00  | 3                | \$                 |
| NATION'S BUSINESS (Liberal Party)           | Sun. 11:15-11:21 | 3                | \$                 |
| THE NEW MAJORITY (Repeat)                   | Sun. 4:30- 5:00  | 2                | \$                 |
| ENCOUNTER                                   | Sun. 4:00- 4:30  | 2                | \$                 |
| + PROVINCIAL AFFAIRS                        | Sat. 11:15-11:22 | 2                | \$                 |

+ Pre-empted in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

ditioning, the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

#### PROGRAM NOTES

This week's program in the Friday slot normally occupied by 'Tommy Hunter' (9:00-10:00 pm) was THE IRISH ROVERS IN IRELAND, a special St. Patrick's Day musical starring The Rovers and

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 17-23, 1972

| PROGRAM  | DAY/TIME<br>(eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                                  |                           |                     |                       |
| THE IRISH ROVERS   | Mon. 7:30- 8:00           | 19                  | 85                    |
| HYMN SING (Repeat)   | Sun. 5:30- 6:00           | 11                  | 82                    |
| PROGRAM X ('The Store')  | Thu. 9:30-10:00           | 7                   | 49                    |
| IN THE MOOD (Repeat)   | Thu. 7:30- 8:00           | 4                   | 55                    |
| * UPDATE   | Sat. 6:00- 6:30           | 4                   | 72                    |
| * REPLAY (Repeat)  | Sat. 6:30- 7:00           | 4                   | 70                    |
| * LET'S CALL THE WHOLE...ORFF (Repeat)                             | Sat. 7:00- 7:30           | 3                   | 37                    |
| ‡ CANADIAN INTERNATIONAL LADIES TENNIS                             | Sat. 4:00- 5:00           | 3                   | 64                    |
| MIDWEEK ('Law Enforcement')  | Thu. 10:00-11:00          | 3                   | 65                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | 75                    |
| THE GALLOPING GOURMET (Repeats)                                    | M-F 1:30- 2:00            | 2                   | 69                    |
| SUZUKI ON SCIENCE  | Sun. 2:00- 2:30           | 2                   | \$                    |
| WORLD OF MUSIC   | Sun. 3:00- 4:00           | 2                   | \$                    |
| PAUL BERNARD, PSYCHIATRIST (Repeats)                               | M-F 2:00- 2:30            | 1                   | \$                    |
| TECHNOFLASH  | Sun. 2:30- 3:00           | 1                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| ALL IN THE FAMILY  | Thu. 9:00- 9:30           | 23                  | 87                    |
| THE WONDERFUL WORLD OF DISNEY                                      | Sun. 6:00- 7:00           | 19                  | 80                    |
| GET SMART  | M-F 5:30- 6:00            | 11                  | 77                    |
| DICK VAN DYKE (Repeat)   | Fri. 7:30- 8:00           | 7                   | 78                    |
| SINGALONG JUBILEE (Repeat)   | Wed. 7:30- 8:00           | 6                   | 71                    |
| WORLD TV SHOWCASE (Main Chance - 'A Man<br>I Know To Be Innocent') | Fri. 10:00-11:00          | 3                   | \$                    |
| <u>CTV PROGRAMS</u>  |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:35           | 27                  | 83                    |
| MARCUS WELBY, M.D. (Repeat)  | Tue. 8:00- 9:00           | 16                  | 85                    |
| IRONSIDE (Repeat)  | Mon. 10:00-11:00          | 15                  | 83                    |
| F.B.I.   | Fri. 10:00-11:00          | 15                  | 79                    |
| THE PERSUADERS (Repeat)  | Tue. 10:00-11:00          | 14                  | 79                    |
| + MANNIX   | Sun. 10:00-11:00          | 12                  | 81                    |
| MEDICAL CENTER (Repeat)  | Mon. 7:30- 8:30           | 11                  | 82                    |
| MOD SQUAD (Repeat)   | Sun. 7:30- 8:30           | 11                  | 81                    |
| + DORIS DAY (Repeat)   | Mon. 7:00- 7:30           | 11                  | 76                    |
| + LONGSTREET (Repeat)  | Thu. 7:30- 8:30           | 11                  | 76                    |
| FRIDAY NIGHT MOVIE ('My Sweet Charlie')<br>(Repeat)                | Fri. 8:00-10:00           | 10                  | 77                    |
| ROLLIN' ON THE RIVER   | Sat. 7:00- 8:00           | 10                  | 71                    |
| ROOM 222 (Repeat)  | Sun. 7:00- 7:30           | 10                  | 79                    |
| IAN TYSON  | Tue. 9:30-10:00           | 10                  | 73                    |
| + ACADEMY PERFORMANCE ('Banacek')                                  | Sat. 8:00-10:00           | 9                   | 76                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 9                   | 73                    |
| * CTV NATIONAL NEWS  | S-S 11:00-11:18           | 9                   | 79                    |
| WIDE WORLD OF SPORTS   | Sat. 4:30- 6:00           | 8                   | 76                    |
| NICHOLS (Repeat)   | Mon. 8:30- 9:30           | 8                   | 71                    |
| DON RICKLES  | Fri. 7:30- 8:00           | 7                   | 75                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00            | 7                   | 78                    |
| W5   | Sun. 9:00-10:00           | 7                   | 68                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 7                   | 83                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30           | 6                   | 83                    |
| WHAT'S THE GOOD WORD?  | M-F 2:30- 3:00            | 5                   | 81                    |
| STORY THEATRE  | Fri. 7:00- 7:30           | 5                   | 61                    |
| * + SPORTS BEAT '72  | Wed. 10:37-11:07          | 4                   | 76                    |

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

‡ Not telecast in the Maritimes.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.



featuring, among others, The Little Gaelic Singers, John Allan Cameron, Carmel Quinn, Tommy Makem and Jimmy Kennedy. The audience was 26 per cent - about equal in size to the peak 'Tommy Hunter' audience this season and significantly bigger than the pre-empted series' recent average audience of 19-20 per cent. This 26 per cent audience was in fact the biggest adult-teenage audience of the week for a CBC-produced program and the 6th biggest audience this week among all CBC network programs - following 'Disney', 'Flip Wilson', 'Carol Burnett', 'Cannon' and 'The Partridge Family'. In line with viewer reaction to programs in the regular Monday evening 'Irish Rovers' series, this hour-long special was received with great enthusiasm by the vast majority of those who watched it, the index of audience enjoyment being a high 85. (Information on audience reaction to the individual performers on this show has been separately reported.)

On Wednesday (from 9:30-11:00 pm) the network this week presented a 90-minute CBC-produced drama based on the 1958 mine disaster in SPRINGHILL Nova Scotia. Starring as the seven miners who found themselves trapped thousands of feet below ground were Mel Tuck, Sean Sullivan, Chris Wiggins, Paul Bradley, Leo Phillips, David Murray, and Ed MacNamara. The program drew a 21 per cent audience representing some two and a half million adult and teenage viewers - much the biggest audience for a 'Wednesday Night' special this season, the previous high being the 16 per cent audience to the January 26 repeat of the opera 'Hansel and Gretel'. 'Springhill' was also specially well received for a drama special, its audience enjoyment index of 77 being no less than 20 index points above average for all CBC drama productions this season.

This week's audience to CBC WEEKEND (Sunday 10:00-11:00 pm) was 9 per cent - virtually unchanged from the two preceding weeks but again somewhat smaller than previous January-February 'Weekend' audiences of 10-12 per cent. Nor (for the second successive week) was the program at all well received by those who watched it. At 62, the index of enjoyment was in fact one of the lowest recorded for the series this season and much below the average 'Weekend' index of 71-72. The content: a half-hour profile of singer-composer Stompin' Tom Connors, a brief item concerning dis-sension within the Quebec Creditiste Party, and a report on the Quebec labour movement and the proposed general strike of provincial public servants.

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 17-23, 1972

| DATE        | TIME        | CBC PROGRAM                                  |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM   |                             |
|-------------|-------------|--|----|--|---|-----------------------------|
| FRI<br>17th | 7:00- 7:30  | Local Programming                            |    |  | 5   | STORY THEATRE               |
|             | 7:30 - 8:00 | Not Complete Network                         |    |  | 8   | DON RICKLES                 |
|             | 8:00- 8:30  | ROWAN AND MARTIN                             | 19 | 17   | FRIDAY NIGHT MOVIE<br>( 'My Sweet Charlie' ) (Repeat) |                             |
|             | 8:30- 9:00  |  |    |  |   |                             |
|             | 9:00- 9:30  | 'THE IRISH ROVERS IN IRELAND'                | 23 | 18   | F.B.I.  |                             |
|             | 9:30-10:00  |  |    |  |   |                             |
|             | 10:00-10:30 | Not Complete Network                         |    |  |   |                             |
| 10:30-11:00 |             |  |    |  |   |                             |
| SUN<br>19th | 7:00- 7:30  | THE ROVERS                                   | 17 | 12   | ROOM 222 (Repeat)                                     |                             |
|             | 7:30- 8:00  | JIMMY STEWART (Repeat)                       | 15 | 13   | MOD SQUAD (Repeat)                                    |                             |
|             | 8:00- 8:30  | FLIP WILSON (Repeat)                         | 28 |  |   |                             |
|             | 8:30- 9:00  | Not Complete Network                         |    |  |   |                             |
|             | 9:00- 9:30  | 'THE WHITEOAKS OF JALNA'                     | 14 | 9  | W5  |                             |
|             | 9:30-10:00  |  |    |  |   |                             |
|             | 10:00-10:30 | CBC WEEKEND                                  | 7  | 14   | + MANNIX  |                             |
| 10:30-11:00 |             |  |    |  |   |                             |
| MON<br>20th | 7:00- 7:30  | Local Programming                            |    |  | 14  | + DORIS DAY (Repeat)        |
|             | 7:30- 8:00  | Not Complete Network                         |    |  | 14  | MEDICAL CENTER (Repeat)     |
|             | 8:00- 8:30  | THE PARTRIDGE FAMILY (Repeat)                | 24 |  |   |                             |
|             | 8:30- 9:00  | CANNON                                       | 25 | 10   | NICHOLS (Repeat)                                      |                             |
|             | 9:00- 9:30  | FRONT PAGE CHALLENGE (Repeat)                | 19 | 10   | PIG 'N' WHISTLE                                       |                             |
|             | 10:00-10:30 | MAN AT THE CENTER                            | 5  | 18   | IRONSIDE (Repeat)                                     |                             |
|             | 10:30-11:00 | MAN ALIVE                                    | 5  |  |   |                             |
| TUE<br>21st | 7:00- 7:30  | Local Programming                            |    |  | Not Complete Network                                  |                             |
|             | 7:30- 8:00  |  |    |  | 18  | MARCUS WELBY, M.D. (Repeat) |
|             | 8:00- 8:30  | MARY TYLER MOORE (Repeat)                    | 20 |  |   |                             |
|             | 8:30- 9:00  | CAROL BURNETT                                | 28 | Not Complete Network                           |   |                             |
|             | 9:00- 9:30  |  |    |  | 11  | IAN TYSON                   |
|             | 9:30-10:00  | TELESCOPE                                    | 9  |  |   |                             |
|             | 10:00-10:30 | IMAGES OF CANADA-('The Craft<br>Of History') | 5  | 18   | THE PERSUADERS  |                             |
| 10:30-11:00 |             |  |    |  |   |                             |
| THU<br>23rd | 7:00- 7:30  | Local Programming                            |    |  | Not Complete Network                                  |                             |
|             | 7:30- 8:00  | Not Complete Network                         |    |  | 13  | + LONGSTREET (Repeat)       |
|             | 8:00- 8:30  | 'THE CANADIAN INCOME TAX TEST'               | 15 |  |   |                             |
|             | 8:30- 9:00  |  |    |  |   |                             |
|             | 9:00- 9:30  |  |    |  | 14  | WAYNE NEWTON SPECIAL        |
|             | 9:30-10:00  |  |    |  |   |                             |
|             | 10:00-10:30 | Not Complete Network                         |    |  | 15  | 'HARVEY'                    |
| 10:30-11:00 |             |  |    |  |   |                             |
| S-S         | 11:00-11:30 | CBC NEWS                                     |    | 12   | 1   | 5 CTV NEWS                  |

\* Re-scheduled in some areas on Wednesday.

+ Not carried (on this day and at this time) on all TV stations.

Ø Data not available.

NOTE: 'Live' (i.e., non-delayed) programming on Saturday and Wednesday evenings this week plus the re-scheduled re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

On Sunday at 9:00-10:00 pm the eight episode of THE WHITEOAKS OF JALNA attracted a 16 per cent audience - down a further percentage point from the week before and now about three-fifths the size of the initial audience to the opening episodes of the series. With little change in viewer reaction from previous weeks, this eighth program rated an index of audience enjoyment of 62. The record to date:

| <u>DATE</u> | <u>PER CENT VIEWING</u> | <u>INDEX OF ENJOYMENT</u> |
|-------------|-------------------------|---------------------------|
| Jan. 23     | 27%                     | 57                        |
| Jan. 30     | 27%                     | 65                        |
| Feb. 6      | 23%                     | 62                        |
| Feb. 13     | 21%                     | 60                        |
| Feb. 20     | ..pre-empted..          |                           |
| Feb. 27     | 18%                     | 61                        |
| Mar. 5      | 18%                     | 60                        |
| Mar. 12     | 17%                     | 58                        |
| Mar. 19     | 16%                     | 62                        |

Repeating a program shown earlier this season, FRONT PAGE CHALLENGE (Monday 9:30-10:00 pm) this week had feminist Germaine Greer and retired hockey star Jean Beliveau as guest challengers. The 21 per cent audience was unchanged from the week before but was smaller than the usual January-February 'Challenge' audiences of 24 per cent. Nor was this repeat program very well received by normal 'Front Page Challenge' standards, the index of enjoyment of 76 being a full 10 points lower than the index for the original presentation.

This, incidentally, is the third 'Front Page Challenge' repeat of the current season - not counting an early season re-presentation of a program originally pre-empted in Ontario. All three programs have had substantially lower levels of audience enjoyment on the second showing and this difference has increased with successive repeats. Thus, there is a 5 point drop in the index of enjoyment between the original and repeat showing of the 'Challenge' program broadcast on November 1 and January 3; an 8 point drop in index between the original and repeat broadcasts of November 15 and February 28;

and (as already noted) a 10 point difference between the indices of enjoyment for the original and repeat broadcasts of November 8 and March 20. The indication would seem to be that dislike of repeats tends to be cumulative and that, in the case of 'Front Page Challenge', these repeats are beginning to affect audience size. Thus, the average 'Challenge' audience over these past four weeks which have included two repeats is 22 per cent; over the preceding four weeks when all 'Challenge' programs were originals the average audience was 24 per cent.

- . In a program titled 'Memories of Green Gables', TELESCOPE (Tuesday 9:30-10:00 pm) this week traced the success story of the Canadian-produced musical stage play 'Anne Of Green Gables'. Included in the broadcast was a brief look at the life of 'Green Gables' author Lucy Maud Montgomery. With an audience enjoyment index of 75, the program ranks as one of the 8 or 9 best-received 'Telescope' programs this season (average index 69). The audience, somewhat smaller than most 'Telescope' audiences since early January but about average for the series as a whole, was 10 per cent.
- . Following this, at 10:00-11:00 pm on Tuesday, the network carried the opening program of IMAGES OF CANADA, a public affairs series to be scheduled at irregular intervals. Titled 'The Craft Of History', this first program visited various historic regions of Canada and featured conversations between Ramsay Cook and fellow-historians Arthur Lower, Michel Brunet and Donald Creighton on Canada's past development and probable future. The 6 per cent audience to the program was about equal in size to the audience to each of the last three programs in the pre-empted 'Tuesday Night' series, the index of enjoyment 70 - 4 index points below the 'Tuesday Night' average.
- . MAN AT THE CENTER (Monday 10:00-10:30 pm) this week presented the concluding segment of a two-part program on the law; it traced the history of penal institutions, examined the Canadian penal system and included comment by a former inmate on the present state of prisons and the possible direction of future reforms. The size of the audience (6 per cent) and the level of audience enjoyment (index 72) were virtually unchanged from the week before. The 'Man At The Center' record this season to date:



| <u>DATE</u> | <u>PROGRAM CONTENT</u>  | <u>PER CENT VIEWING</u> | <u>INDEX OF ENJOYMENT</u> |
|-------------|---|-------------------------|---------------------------|
| Feb. 7      | Profile of 19th century writer, Henry David Thoreau                               | 8                       | 74                        |
| Feb. 14     | Profile of 19th century artist, Paul Kane (repeat)                                | 7                       | 80                        |
| Feb. 21     | Life and work of entomologist Jean-Henri Fabre                                    | 8                       | 83                        |
| Feb. 28     | America in the 1830's, as seen by French statesman Alexis de Tocqueville (repeat) | 6                       | 72                        |
| Mar. 6      | Architects Jack Diamond and Barton Myers on architecture and city planning        | 4                       | 58                        |
| Mar. 13     | A look at Canadian laws pertaining to certain accident cases                      | 7                       | 71                        |
| Mar. 20     | An examination of the Canadian penal system                                       | 6                       | 72                        |

At 10:30-11:00 pm on Monday, the second program of a three-part MAN ALIVE sub-series on 'Science and Conscience' looked at some recent developments in the field of genetics - test tube babies, sperm banks, 'carbon copy' people - and at their ethical implications. While still short of the 8-10 per cent audiences that 'Man Alive' was drawing prior to the five-week interruption of the series at the end of January, this week's 6 per cent audience was up 2 percentage points from the week before. This week's program also had a much more favourable reception from those who watched it than did the preceding week's first program in this 'Science and Conscience' series with Dr. Edward Teller; there was a more widespread feeling that this week's program had provided new and useful information, that it had been clearly presented and that watching it had been worthwhile. This resulted in an index of audience enjoyment (76) eleven points higher than the index for the Teller broadcast - a level of appreciation which makes this week's program one of the half-dozen most enjoyed 'Man Alive' programs this season.

- . On Wednesday 8:30-9:30 pm, the British drama series MAN AT THE TOP concluded a ten-week run on the full network. It's record has not been particularly impressive. Audiences have been quite small throughout - in the 9-12 per cent range - and indices of enjoyment for individual programs have never exceeded 68, averaging 62 for the series as a whole.
- . In the Thursday 8:00-9:00 pm slot usually occupied by 'O'Hara, U.S. Treasury', the network this week carried another in the periodic series of quiz-test programs - THE CANADIAN INCOME TAX TEST, designed to assess public knowledge of the Canadian income tax system. Hosted by Fred Davis, the program had two studio groups - one of accounting students, the other of 'ordinary citizens' - answer a series of questions. As in previous programs of this kind, viewers were invited to keep their scores on the test and to compare their performances with that of the two studio groups and with national average figures obtained from a specially conducted survey. Also contributing to the program, as commentators, were economist Dian Cohen and Tax department experts Hugh Cheeseman and Buss Broughton. While bigger than the 11 per cent audience to the 'Canadian Sports Test' of December 17 (Friday 9:00-10:00 pm), the audience to this week's program was still a not-very-large 18 per cent - only about three-quarters the size of the usual audience to the pre-empted 'O'Hara'. The index of enjoyment, 75, was about average for all CBC network programs this season and 2 points higher than the index of enjoyment for the earlier sports test quiz.
- . MIDWEEK (Thursday 10:00-11:00 pm on the metronet and some affiliate stations) this week featured three items dealing with law enforcement in Canada - a report from Montreal on the case of Michael Robertson who claimed to have been a victim of police brutality; a confrontation, in Vancouver between citizens with specific grievances against the police and several police officials; and comment by inmates of the Collins Bay institution on what they feel to be wrong with Canadian prisons. With viewing at the usual low 'Midweek' level of 3-4 per cent, this week's broadcast was not particularly well received, the enjoyment index (65) being some 4-5 points below average for the series.
- . With all five of its programs this week being repeats of programs shown earlier last season, TAKE THIRTY (weekdays 3:00-3:30 pm) had one of its least favourable audience receptions this season - average index 71 as against an

enjoyment norm of 76 for the series as a whole. Individual indices this week ranged from a low of 66-68 for the respective Friday and Monday talks with poet-songwriter Dory Previn and author Roch Carrier, to a high of 76 for Tuesday's first of a two-part look at some of the problems encountered by separated or divorced men who have custody of their children. The 'part two' program on Wednesday and the Thursday interview with veteran stage and screen star Lillian Gish each had an index of 72-73. The average day audience to 'Take Thirty' this week was 5 per cent, the cumulative audience over the five days, 9 per cent.

CBC Research  
Ottawa





# A CBC RESEARCH REPORT

TV/72/18

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 21-30, 1972

### THIS WEEK

In addition to regular network programs, audience data is available this week for 'Dan Gibson's Nature Family', the second program of the 'Images Of Canada' series, the drama-documentary 'Two Arctic Tales', a repeat of 'One Way To Quit', the season's second 'Gordie Tapp Show' and coverage of the '1972 Silver Broom World Curling Championships'.

Also broadcast but scheduled too late to be included in the week's survey were: highlights of the 1972 CIAU Hockey Championships, the film 'Stone Age Family' and two other films - 'Red River' and 'The Perils of Priscilla' - scheduled in the usual 'Hockey Night In Canada' slot when the continuing CBC labour-management dispute resulted in a last minute change in network hockey coverage.

Regular CBC programs pre-empted throughout the country this week included 'Provincial Affairs', 'Analog', 'World of Music', 'The Whiteoaks of Jalna', 'Man At The Center' and 'Tuesday Night'.

### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 24-30, 1972

| PROGRAM   | TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|-----------------------|---------------------|-----------------------|
| CAROL BURNETT   | Tue. 8:30- 9:30       | 34                  | 74                    |
| FLIP WILSON (Repeat)                                  | Sun. 8:00- 9:00       | 34                  | 78                    |
| THE WONDERFUL WORLD OF DISNEY (Repeat)                | Sun. 6:00- 7:00       | 32                  | 83                    |
| CANNON  | Mon. 8:30- 9:30       | 31                  | 79                    |
| THE PARTRIDGE FAMILY (Repeat)                         | Mon. 8:00- 8:30       | 30                  | 79                    |
| MARY TYLER MOORE                                      | Tue. 8:00- 8:30       | 26                  | 77                    |
| 'DAN GIBSON'S NATURE FAMILY '                         | Sun. 9:00-10:00       | 24                  | 90                    |
| 'ONE WAY TO QUIT' (Repeat)                            | Wed. 8:00- 9:00       | 24                  | 83                    |
| FRONT PAGE CHALLENGE (Repeat)                         | Mon. 9:30-10:00       | 22                  | 73                    |
| THE ROVERS  | Sun. 7:00- 7:30       | 21                  | 74                    |
| HOCKEY NIGHT IN CANADA                                | Sat. 11:06- 1:34 am   | 21                  | 80                    |
| + ROWAN AND MARTIN                                    | Fri. 8:00- 9:00       | 21                  | 67                    |
| JIMMY STEWART   | Sun. 7:30- 8:00       | 20                  | 73                    |
| O'HARA, UNITED STATES TREASURY                        | Thu. 8:00- 9:00       | 20                  | 75                    |
| TOMMY HUNTER (Repeat)                                 | Fri. 9:00-10:00       | 18                  | 77                    |
| 'TWO ARCTIC TALES'                                    | Wed. 9:30-11:00       | 17                  | 80                    |
| 'THE GORDIE TAPP SHOW'                                | Wed. 9:00- 9:30       | 16                  | 72                    |
| * CBC NATIONAL NEWS                                   | S-S 11:00-11:21       | 14                  | 81                    |
| 1972 SILVER GROOM WORLD CURLING<br>CHAMPIONSHIPS      | Sat. 2:00- 5:00       | 13                  | 84                    |
| ♂ COUNTRYTIME   | Sat. 10:30-11:00      | 12                  | 78                    |
| EDGE OF NIGHT   | M-F 3:30- 4:00        | 12                  | 84                    |
| TELESCOPE (Profile of stuntman John<br>Berger)        | Tue. 9:30-10:00       | 10                  | 66                    |
| AUDUBON WILDLIFE THEATRE                              | Sun. 5:00- 5:30       | 10                  | 87                    |
| FAMILY COURT  | M-F 4:00- 4:30        | 9                   | 78                    |
| CBC WEEKEND   | Sun. 10:00-11:00      | 9                   | 69                    |
| IMAGES OF CANADA ('The Folly On The Hill')            | Tue. 10:00-11:00      | 8                   | 79                    |
| THIS LAND   | Mon. 10:00-10:30      | 8                   | 78                    |
| MAN ALIVE   | Mon. 10:30-11:00      | 6                   | 79                    |
| TAKE THIRTY (Repeats)                                 | M-F 3:00- 3:30        | 4                   | 74                    |
| ONE NORTHERN SUMMER (Repeat)                          | Wed. 4:30- 5:00       | 3                   | 84                    |
| NATION'S BUSINESS (Progressive<br>Conservative Party) | Sun. 11:15-11:21      | 2                   | \$                    |
| COUNTRY CANADA  | Sun. 1:30- 2:00       | 2                   | \$                    |
| THE NEW MAJORITY                                      | Sun. 4:30- 5:00       | 2                   | \$                    |
| ENCOUNTER   | Sun. 4:00- 4:30       | 2                   | \$                    |

+ Pre-empted in Newfoundland.

\* Re-scheduled on Saturday.

♂ Joined in progress at 10:39 pm on CBMT (Montreal).

\$ Sample too small for reliable reporting of enjoyment level.

television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning, the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

#### PROGRAM NOTES

- Interrupting 'The Whiteoaks of Jalna' series, this week's program in the Sunday 9:00-10:00 pm slot was DAN GIBSON'S NATURE FAMILY, a film special about three goslings adopted as household pets by

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 24-30, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                                  |                           |                     |                       |
| THE IRISH ROVERS   | Mon. 7:30- 8:00           | 18                  | 84                    |
| HYMN SING  | Sun. 5:30- 6:00           | 11                  | 84                    |
| PROGRAM X ('Murder My Love')                                       | Thu. 9:30-10:00           | 7                   | 45                    |
| IN THE MOOD (Repeat)   | Thu. 7:30- 8:00           | 5                   | 62                    |
| MIDWEEK ('Mid Canada') (Repeat)                                    | Thu. 10:00-11:00          | 4                   | 75                    |
| ‡ REPLAY (Repeat)  | Sat. 6:30- 7:00           | 3                   | 71                    |
| ‡ UPDATE   | Sat. 6:00- 6:30           | 3                   | 72                    |
| ‡ LET'S CALL THE WHOLE THING ORFF                                  | Sat. 7:00- 7:30           | 3                   | \$                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | 72                    |
| THE GALLOPING GOURMET (Repeats)                                    | M-F 1:30- 2:00            | 2                   | \$                    |
| SUZUKI ON SCIENCE  | Sun. 2:00- 2:30           | 1                   | \$                    |
| PAUL BERNARD, PSYCHIATRIST (Repeat)                                | M-F 2:00- 2:30            | 1                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| ALL IN THE FAMILY  | Thu. 9:00- 9:30           | 22                  | 88                    |
| THE WONDERFUL WORLD OF DISNEY (Repeat)                             | Sun. 6:00- 7:00           | 18                  | 81                    |
| GET SMART  | M-F 5:30- 6:00            | 12                  | 78                    |
| DICK VAN DYKE  | Fri. 7:30- 8:00           | 7                   | 79                    |
| SINGALONG JUBILEE (Repeat)   | Wed. 7:30- 8:00           | 6                   | 70                    |
| ‡ WORLD TV SHOWCASE (Main Chance - 'A<br>Vision Of The Future')    | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>  |                           |                     |                       |
| HOCKEY   | Wed. 8:00-10:35           | 28                  | 84                    |
| NATIONAL GEOGRAPHIC SPECIAL<br>( 'The Last Vikings' )              | Sun. 7:30- 8:30           | 14                  | 78                    |
| + F.B.I. (Repeat)  | Fri. 10:00-11:00          | 14                  | 81                    |
| MARCUS WELBY, M.D.   | Tue. 8:00- 9:00           | 14                  | 85                    |
| IRONSIDE (Repeat)  | Mon. 10:00-11:00          | 14                  | 80                    |
| THE PERSUADERS (Repeat)  | Tue. 10:00-11:00          | 13                  | 80                    |
| + MANNIX (Repeat)  | Sun. 10:00-11:00          | 13                  | 79                    |
| MEDICAL CENTER (Repeat)  | Mon. 7:30- 8:30           | 12                  | 82                    |
| DEAN MARTIN  | Thu. 8:30- 9:30           | 12                  | 75                    |
| ROOM 222 (Repeat)  | Sun. 7:00- 7:30           | 11                  | 77                    |
| + DORIS DAY (Repeat)   | Mon. 7:00- 7:30           | 11                  | 76                    |
| + FRIDAY NIGHT MOVIE ('The Love God?')                             | Fri. 8:00-10:00           | 11                  | 68                    |
| + ACADEMY PERFORMANCE ('Tell Them Willie<br>Boy Is Here') (Repeat) | Sat. 8:00-10:00           | 10                  | 73                    |
| + THE BOLD ONES (Repeat)   | Thu. 10:00-11:00          | 9                   | 83                    |
| ROLLIN' ON THE RIVER   | Sat. 7:00- 8:00           | 9                   | 73                    |
| IAN TYSON  | Tue. 9:30-10:00           | 9                   | 71                    |
| WIDE WORLD OF SPORTS   | Sat. 4:30- 6:00           | 9                   | 85                    |
| + LONGSTREET (Repeat)  | Thu. 7:30- 8:30           | 9                   | 79                    |
| * CTV NATIONAL NEWS  | S-S 11:00-11:18           | 9                   | 76                    |
| NICHOLS  | Mon. 8:30- 9:30           | 8                   | 77                    |
| HERE COME THE SEVENTIES  | Thu. 9:30-10:00           | 7                   | 70                    |
| UNTAMED WORLD  | Sun. 5:00- 5:30           | 7                   | 86                    |
| DON RICKLES  | Fri. 7:30- 8:00           | 7                   | 75                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 6                   | 85                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00            | 6                   | 78                    |
| WHAT'S THE GOOD WORD?  | M-F 2:30- 3:00            | 5                   | 82                    |
| WS   | Sun. 9:00-10:00           | 5                   | 69                    |
| STORY THEATRE  | Fri. 7:00- 7:30           | 4                   | 51                    |
| + * SPORTS BEAT '72  | Wed. 10:37-11:06          | 4                   | 74                    |
| LIONEL HAMPTON'S JAZZ CIRCLE                                       | Mon. 9:30-10:00           | 4                   | 72                    |

‡ Pre-empted in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

\$ Sample too small for reliable reporting of enjoyment level.



the family of wildlife photographer Dan Gibson. Like most outdoor-wildlife programs, this one was much enjoyed by the great majority of those who watched it, the index of enjoyment in this case being a specially high 90. The audience size was 24 per cent, half as big again as the preceding week's 16 per cent audience to the eighth episode of 'Jalna' but somewhat short of the season's peak 'Sunday At Nine' audiences of 26-31 per cent - for three 'Wayne and Shuster' comedy specials (31, 28 and 27 per cent), the first two episodes of 'Jalna' (each 27 per cent) and the second and final episodes of the six-part 'Elizabeth R' (27 and 26 per cent).

- On Wednesday, from 8:00-9:00 pm, the network repeated ONE WAY TO QUIT, the much publicised CBC documentary on the health hazards of smoking, first presented on February 15 in the 'Tuesday Night' series. The adult-teenage audience on this occasion was 24 per cent, representing some 2.8 million viewers aged 12 and over - plus an audience of younger children who were uncounted in this survey but whose numbers are presumably quite substantial considering the relatively early hour of the broadcast. This 24 per cent audience for this week's repeat presentation is just twice the size of the audience for the original (Tuesday 10:00-11:00 pm) broadcast and also about twice the size of the regular audiences for 'This Land' and 'Man At The Top' which have occupied this Wednesday 8:00-9:00 pm slot most of this season - all in all a substantial audience, particularly having regard to the fact that, at this hour on a Wednesday, the program was running directly against CTV Hockey in all parts of the country except in British Columbia. Analysis revealed that close to 30 per cent of the total audience to this re-showing of "One Way To Quit" had watched the original presentation. On both occasions the program was widely felt by those who watched it to have been very clearly presented, highly informative and altogether well worth watching. The index of audience enjoyment for the original broadcast was 89, for this week's re-presentation 83.
- Then from 9:00-9:30 pm on Wednesday came the season's second GORDIE TAPP SHOW special, hosted by Tapp and featuring comedian-singer Grampa Jones, humorist Don Harron and singer Catherine McKinnon. Running directly against Hockey on CTV stations east of Alberta, the program drew a 16 per cent audience and had

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OUTGOING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 24-30, 1972

| DATE        | TIME        | CBC PROGRAM                                 | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM                                 |
|-------------|-------------|---|--|---|
| FRI<br>24th | 7:00- 7:30  | Local Programming                           | 5  | STORY THEATRE                               |
|             | 7:30- 8:00  | Not Complete Network                        | 5  | DON RICHAES                                 |
|             | 8:00- 8:30  | † ROMAN AND MARTIN                          | 17   | + FRIDAY NIGHT MOVIE<br>( 'The Love God?' ) |
|             | 3:30- 9:00  |   |  |   |
|             | 9:00- 9:30  | † TOMMY HUNTER (Repeat)                     | 15   |   |
|             | 9:30-10:00  |   |  |   |
|             | 10:00-10:30 | Not Complete Network                        | 17   | + F.B.I. (Repeat)                           |
|             | 10:30-11:00 |   |  |   |
| SAT<br>26th | 7:00- 7:30  | THE ROVERS                                  | 17   | ROOM 222 (Repeat)                           |
|             | 7:30- 8:00  | JIMMY STEWART                               | 17   | NATIONAL GEOGRAPHIC SPECIAL                 |
|             | 8:00- 8:30  | FLIP WILSON (Repeat)                        | 30   |   |
|             | 8:30- 9:00  |   |  | Not Complete Network                        |
|             | 9:00- 9:30  | 'DAN GIBSON'S NATURE FAMILY'                | 22   | 45  |
|             | 9:30-10:00  |   |  |   |
|             | 10:00-10:30 | CBC WEEKEND                                 | 7  | + MANNIX (Repeat)                           |
|             | 10:30-11:00 |   |  |   |
| MON<br>27th | 7:00- 7:30  | Local Programming                           |  | + DORIS DAY (Repeat)                        |
|             | 7:30- 8:00  | Not Complete Network                        |  | MEDICAL CENTER (Repeat)                     |
|             | 8:00- 8:30  | THE PARTRIDGE FAMILY (Repeat)               | 25   |   |
|             | 8:30- 9:00  | CANNON                                      | 27   | NICHOLS                                     |
|             | 9:00- 9:30  |   |  |   |
|             | 9:30-10:00  | FRONT PAGE CHALLENGE (Repeat)               | 19   | 'LIONEL HAMPTON'S JAZZ CIRCLE'              |
|             | 10:00-10:30 | THIS LAND                                   | 7  | IRONSIDE (Repeat)                           |
|             | 10:30-11:00 | MAN ALIVE                                   | 5  |   |
| TUE<br>28th | 7:00- 7:30  | Local Programming                           |  | Not Complete Network                        |
|             | 7:30- 8:00  |   |  |   |
|             | 8:00- 8:30  | MARY TYLER MOORE                            | 22   | MARCUS WELBY, M.D.                          |
|             | 8:30- 9:00  | CAROL BURNETT                               | 30   |   |
|             | 9:00- 9:30  |   |  | Not Complete Network                        |
|             | 9:30-10:00  | TELESCOPE                                   | 9  | IAN TYSON                                   |
|             | 10:00-10:30 | 'IMAGES OF CANADA-THE FOLLY ON<br>THE HILL' | 7  | THE PERSUADERS (Repeat)                     |
|             | 10:30-11:00 |   |  |   |
| THU<br>30th | 7:00- 7:30  | Local Programming                           |  | Not Complete Network                        |
|             | 7:30- 8:00  | Not Complete Network                        |  | + LONGSTREET                                |
|             | 8:00- 8:30  | O'HARA, UNITED STATES TREASURY              | 10   |   |
|             | 8:30- 9:00  |   |  | DEAN MARTIN                                 |
|             | 9:00- 9:30  |   |  |   |
|             | 9:30-10:00  |   |  | HERE COME THE SEVENTIES                     |
|             | 10:00-10:30 | Not Complete Network                        |  | + THE BOLD ONES (Repeat)                    |
|             | 10:30-11:00 |   |  |   |
| S-S         | 11:00-11:20 | † CBC NEWS                                  | 12   | * CTV NEWS                                  |

† Pre-cast in Newfoundland.

\* Re-scheduled in some areas on Wednesday.

‡ Re-scheduled on Saturday.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

an index of enjoyment of 72 for the show as a whole - 5 points higher than the index of enjoyment for the February 19 'Gordie Tapp Show' which was carried only by CBC metronet stations and a few affiliates.

- . Following this, at 9:30-11:00 pm on Wednesday, a 17-per cent audience was attracted to TWO ARCTIC TALES, a drama-documentary investigating the mysterious death of 19th century Arctic explorer Charles Francis Hall. This is an unusually big audience for a program in the Wednesday 9:30 pm slot, the only program this season (scheduled at this hour) to surpass the 17 per cent viewing level being the preceding week's drama-documentary 'Springhill' (21 per cent). Very much enjoyed by the great majority of those who watched it, 'Two Arctic Tales' rated an audience enjoyment index of 80 - just short of the peak levels of enjoyment (in the 85-88 range) attained by several other historically oriented drama-documentaries in past seasons - 'Was Tom Thomson Murdered', 'And We Were Young' and 'The Magnificent Gift'.
- . At 10:00-11:00 pm on Tuesday, the second program of the irregularly scheduled IMAGES OF CANADA series focused on the National Parliament Buildings in Ottawa. Making extensive use of rare historic stills and old film footage in addition to new film sequences, 'The Folly On The Hill' traced the history of the Parliament Buildings and discussed their influence on, and meaning to the people of Canada. With an audience somewhat bigger than that of the opening program, 'The Craft Of History', which ran in the same Tuesday evening slot last week (8 per cent as against 6 per cent), this week's program was very well received with an audience enjoyment index of 79. This compares with an index of 70 for the opening program of the series.
- . At 10:00-11:00 pm on Sunday, CBC WEEKEND drew a 9 per cent audience - the same size of audience that the series has been attracting over the past few weeks and about average for 'Weekend' programs this season.

Included in this week's broadcast was a look at attempts at man-powered flight; an investigation of the increasing costs and use of medical laboratories and the conflict of interests when doctors refer patients to labs in which they have a financial interest; an interview with Arkansas congressional candidate Jack Coleman; a report on the disadvantages of the government decision to phase out the seal hunt; a report from Iran on a gymnastic club for bank employees; and an interview with historian Arnold Toynbee. The index of audience enjoyment for the program as a whole was 69 - significantly higher than the indices (60-62) of the last two 'Weekend' broadcasts but still somewhat below the average index of 72 for previous programs in the series.

- . FRONT PAGE CHALLENGE (Monday 9:30-10:00 pm) this week presented another repeat of a program shown earlier this season - in this case the December 13 broadcast with Brian Davies of the International Fund for Animal Welfare and former U.S. Ambassador to Italy Clare Boothe Luce. Despite the fact that it ran against a CTV special which drew an audience less than half as big as the usual audience to the series' regular CTV opposition 'Pig 'N' Whistle', this week's 'Front Page Challenge' maintained the slightly below-average viewing level of other recent 'Challenge' broadcasts (22 per cent). And, consistent with audience reactions to previous repeats in the series, the index of enjoyment of this week's repeat (73) was much lower than the index (82) for the original presentation of this same program. (For information on audience reactions to previous 'Challenge' repeats, see report TV/72/17 - page 7.)
  
- . On Monday at 10:30-11:00 pm, this week's concluding program of MAN ALIVE'S three-part sub-series 'Science and Conscience' examined the ethics of maintaining and prolonging life in cases of congenital and terminal illness. Included was a visit to a children's hospital, a discussion of specific cases and a talk with the mother of a mongoloid child. Widely regarded by those who watched it as a very clearly presented and worthwhile broadcast, the program rated an enjoyment index of 79 - 3 points higher than the index for last week's program on developments in the field of genetics and far above the index of 65 for the first of these three programs with physicist Dr. Edward Teller. This week's index of enjoyment of 79 is also some 2-3 points above the previous peak index attained by any program in the current 'Man Alive' series. The size of this week's audience - 6 per cent - was unchanged from the week before and just slightly bigger than the average 'Man Alive' audience this season.



- . On Thursday at 10:00-11:00 pm on the metronet and some CBC affiliated stations, MIDWEEK this week repeated the 'Mid-Canada' documentary shown on 'CBC Weekend' in March of last year. The program looked at the people, natural resources, industrial potential and long-term prospects of Mid-Canada - that part of the country stretching from coast to coast between the Arctic frontier and the densely populated area adjacent to the U.S. border. Typical of the 'Midweek' series, the program drew a small 4 per cent audience, and was enjoyed to about the same extent (index 75) as was the original presentation (index 73).
- . On Thursday at 9:30-10:00 pm, on the metronet and some affiliated stations, PROGRAM X this week presented 'Murder My Love', a comedy drama, starring Nicole Morin and Paul Bradley, about a woman who murders her husband and then attempts to divert suspicion with the aid of an unsuspecting neighbour. While the 7 per cent audience was about average for 'Program X' in recent weeks, the play proved to be one of the least enjoyed of the series and, with an index of enjoyment of only 45, was some 6 points below the current norm of enjoyment for 'Program X' this season.
- . THIS LAND, for its final program of the season, moved this week from its usual Wednesday 8:00-8:30 pm slot to Monday at 10:00-10:30 pm. The audience was 8 per cent - some 2-4 percentage points smaller than audiences attracted to the series in the 8:00-8:30 slot each week since early January, but slightly bigger than recent Monday 10:00-10:30 pm audiences to 'Man At The Center'. This week's program focused on wildlife artist Bob Bateman but also featured highlights of the season's 'This Land' programs. The index of audience enjoyment was 78, about average for the current series.
- . Another program making its final appearance of the season this week was the Sunday afternoon (2:00-2:30 pm) SUZUKI ON SCIENCE series. Throughout its 10-week run, it has drawn consistently small audiences of 1-2 per cent involving too few panel members to provide indices of audience enjoyment for individual programs, or even any indications of the extent of audience enjoyment of the series as a whole.

- In a program entitled 'The Walter Mitty World of Frenchie Berger', TELESCOPE (Tuesday 9:30-10:00 pm) this week profiled professional stuntman, wrangler, animal-trainer and self-confessed romantic John 'Frenchie' Berger. The 10 per cent audience to the broadcast, though the same size as the previous week's audience for 'Memories Of Green Gables' and about average for the series this season, was somewhat smaller than the 12-14 per cent audiences attracted to 'Telescope' programs from January to mid-February. Nor was the 'Frenchie Berger' broadcast one of the better received programs of the series, the enjoyment index of 66 being somewhat below the average index of 70 for 'Telescope' this season.
- From 2:00-5:00 pm eastern time on Saturday, the network provided live coverage from Germany of the final game of THE 1972 SILVER BROOM CURLING CHAMPIONSHIPS. The broadcast, which saw Canada narrowly defeat the U.S. team, drew a substantial Saturday afternoon audience of 13 per cent and rated a high audience enjoyment index of 84.

CBC Research  
Ottawa

# A CBC RESEARCH REPORT

TV/72/19

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 31-APRIL 6, 1972

## THIS WEEK

Audience information is available this week on several special programs ('Metro To Calvary', 'Helicopter Holy Land' and 'Meeting Point'); on a number of sports specials (coverage of the previous week's Oxford-Cambridge Boat Race, highlights of last summer's 'Canadian International Tennis', a pre-season look at the Montreal Expos, and highlights of the Lake Placid University Winter Games); and on two other special programs - one on the Canadian scene, 'Land Of Infinite Variety', the other, entitled 'Dig', an animated cartoon about the earth's history.

Also broadcast this week to alleviate the disruptions caused by the continuing CBC labour-management dispute, but scheduled too late to be included in the survey, were two feature movies, 'Moulin Rouge' and 'The Big Knife', a film on ocean pollution, and a repeat of a 'Take Thirty' interview with actress Ingrid Bergman.

In addition to Saturday Night Hockey which (as a result of the strike) continues to be carried by the CTV network, regular CBC programs pre-empted throughout the country this week included 'Rowan and Martin', 'World TV Showcase', 'Nation's Business', 'Provincial Affairs', 'The Rovers', 'Man At The Center' and 'Mary Tyler Moore'.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 31-APRIL 6, 1972

| PROGRAM  | DAY/TIME<br>(eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| FLIP WILSON (Repeat)                                 | Sun. 8:00- 9:00           | 29                  | 74                    |
| THE PARTRIDGE FAMILY (Repeat)                        | Mon. 8:00- 8:30           | 28                  | 80                    |
| CAROL BURNETT  | Tue. 8:30- 9:30           | 28                  | 75                    |
| CANNON (Repeat)                                      | Mon. 8:30- 9:30           | 27                  | 79                    |
| THE WONDERFUL WORLD OF DISNEY (Repeat)               | Sun. 6:00- 7:00           | 27                  | 83                    |
| FRONT PAGE CHALLENGE (Repeat)                        | Mon. 9:30-10:00           | 18                  | 77                    |
| O'HARA, UNITED STATES TREASURY                       | Thu. 8:00- 9:00           | 18                  | 79                    |
| TOMMY HUNTER (Repeat)                                | Fri. 9:00-10:00           | 17                  | 76                    |
| JIMMY STEWART (Repeat)                               | Sun. 7:30- 8:00           | 17                  | 71                    |
| 'DIG' (Animated cartoon)                             | Sun. 7:00- 7:30           | 14                  | 52                    |
| 'HELICOPTER HOLY LAND: IN THE BEGINNING'<br>(Repeat) | Fri. 8:00- 9:00           | 14                  | 77                    |
| THE WHITEOAKS OF JALNA (Episode 9)                   | Sun. 9:00-10:00           | 13                  | 64                    |
| CBC NATIONAL NEWS                                    | S-S 11:00-11:21           | 13                  | 80                    |
| EDGE OF NIGHT  | M-F 3:30- 4:00            | 12                  | 85                    |
| COUNTRYTIME  | Sat. 10:30-11:00          | 11                  | 76                    |
| TELESCOPE (Profile of actor Paul Bradley)            | Tue. 9:30-10:00           | 11                  | 46                    |
| 'LAND OF INFINITE VARIETY'                           | Tue. 8:00- 8:30           | 11                  | 57                    |
| FAMILY COURT   | M-F 4:00- 4:30            | 9                   | 78                    |
| MAN ALIVE (Profile of Cardinal Leger)                | Mon. 10:00-11:00          | 8                   | 76                    |
| AUDUBON WILDLIFE THEATRE                             | Sun. 5:00- 5:30           | 8                   | 85                    |
| CBC WEEKEND  | Sun. 10:00-11:00          | 7                   | 67                    |
| TUESDAY NIGHT (Science Research in<br>Canada)        | Tue. 10:00-11:00          | 5                   | 78                    |
| TAKE THIRTY (Repeats)                                | M-F 3:00- 3:30            | 4                   | 77                    |
| ONE NORTHERN SUMMER (Repeat)                         | Wed. 4:30- 5:00           | 4                   | 81                    |
| FISU LAKE PLACID UNIVERSIADE                         | Sat. 2:00- 4:00           | 3                   | 76                    |
| COUNTRY CANADA (Repeat)                              | Sun. 1:30- 2:00           | 3                   | \$                    |
| THE NEW MAJORITY (Repeat)                            | Sun. 4:30- 5:00           | 2                   | \$                    |
| ENCOUNTER (Interview - Real Caouette)                | Sun. 4:00- 4:30           | 2                   | \$                    |
| 'METRO TO CALVARY' (drama)                           | Fri. 2:00- 2:30           | 1                   | \$                    |

\$ Sample too small for reliable reporting of enjoyment level.



## SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning, the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

## THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV in fact chose to watch at least some part of these programs.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 31-APRIL 6, 1972

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>   |                           |                     |                       |
| THE IRISH ROVERS  | Mon. 7:30- 8:00           | 17                  | 84                    |
| HYMN SING   | Sun. 5:30- 6:00           | 10                  | 81                    |
| * UPDATE  | Sat. 6:00- 6:30           | 3                   | 80                    |
| ‡ CANADIAN INTERNATIONAL TENNIS   | Sat. 4:00- 5:00           | 3                   | 67                    |
| IN THE MOOD (Repeat)  | Thu. 9:00- 9:30           | 3                   | 49                    |
| * REPLAY (Repeat)   | Sat. 6:30- 7:00           | 3                   | 67                    |
| MIDWEEK (Canadian Armed Forces) (Repeat)  | Thu. 10:00-11:00          | 3                   | \$                    |
| MEET THE EXPOS '72  | Sat. 7:00- 7:30           | 3                   | \$                    |
| PROGRAM X ('I Was Never In Kharkov')  | Thu. 9:30-10:00           | 3                   | \$                    |
| 1972 OXFORD-CAMBRIDGE BOAT RACE   | Sun. 2:30- 3:00           | 3                   | \$                    |
| VIEWPOINT   | M-F 11:22-11:29           | 2                   | 70                    |
| THE GALLOPING GOURMET (Repeats)   | M-F 1:30- 2:00            | 2                   | \$                    |
| WORLD OF MUSIC  | Sun. 3:00- 4:00           | 1                   | \$                    |
| ANALOG  | Sun. 1:00- 1:30           | 1                   | \$                    |
| PAUL BERNARD, PSYCHIATRIST  | M-Th 2:00- 2:30           | 1                   | \$                    |
| <u>CBC METRONET</u>   |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY (Repeat)  | Sun. 6:00- 7:00           | 16                  | 81                    |
| ALL IN THE FAMILY   | Thu. 7:30- 8:00           | 15                  | 90                    |
| GET SMART   | M-F 5:30- 6:00            | 11                  | 78                    |
| DICK VAN DYKE (Repeat)  | Fri. 7:30- 8:00           | 6                   | 79                    |
| SINGALONG JUBILEE (Repeat)  | Wed. 7:30- 8:00           | 5                   | 76                    |
| MEETING POINT   | Fri. 10:00-11:00          | 3                   | \$                    |
| <u>CTV PROGRAMS</u>   |                           |                     |                       |
| NHL HOCKEY PLAY-OFF   | Thu. 8:00-10:40           | 36                  | 87                    |
| HOCKEY NIGHT IN CANADA  | Sat. 8:00-10:27           | 29                  | 84                    |
| ‡ NHL HOCKEY PLAY-OFF   | Wed. 7:30-10:15           | 25                  | 80                    |
| MARCUS WELBY, M.D. (Repeat)   | Tue. 8:00- 9:00           | 16                  | 83                    |
| THE PERSUADERS (Repeat)   | Tue. 10:00-11:00          | 15                  | 77                    |
| IRONSIDE (Repeat)   | Mon. 10:00-11:00          | 14                  | 80                    |
| IAN TYSON   | Tue. 9:30-10:00           | 12                  | 75                    |
| MEDICAL CENTER (Repeat)   | Mon. 7:30- 8:30           | 12                  | 82                    |
| FRIDAY NIGHT MOVIE ('Did You Hear The One<br>About The Travelling Saleslady?') (Repeat) | Fri. 8:00-10:00           | 12                  | 72                    |
| F.B.I. (Repeat)   | Fri. 10:00-11:00          | 11                  | 80                    |
| + MANNIX (Repeat)   | Sun. 10:00-11:00          | 11                  | 80                    |
| MOD SQUAD (Repeat)  | Sun. 7:30- 8:30           | 10                  | 81                    |
| + DORIS DAY (Repeat)  | Mon. 7:00- 7:30           | 10                  | 75                    |
| * DEAN MARTIN   | Thu. 10:42-11:40          | 10                  | 75                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00           | 9                   | 76                    |
| * ROLLIN' ON THE RIVER (Repeat)   | Sat. 7:00- 8:00           | 9                   | 70                    |
| ROOM 222 (Repeat)   | Sun. 7:00- 7:30           | 9                   | 73                    |
| NICHOLS (Repeat)  | Mon. 8:30- 9:30           | 9                   | 77                    |
| WIDE WORLD OF SPORTS  | Sat. 4:30- 6:00           | 8                   | 78                    |
| * CTV NATIONAL NEWS   | S-S 11:00-11:18           | 8                   | 77                    |
| DON RICKLES   | Fri. 7:30- 8:00           | 8                   | 70                    |
| ANYTHING YOU CAN DO   | M-F 3:30- 4:00            | 7                   | 79                    |
| + UNTAMED WORLD (Repeat)  | Sun. 5:00- 5:30           | 7                   | 84                    |
| ANOTHER WORLD   | M-F 3:00- 3:30            | 7                   | 84                    |
| +* LONGSTREET (Repeat)  | Thu. 7:00- 8:00           | 7                   | 77                    |
| WHAT'S THE GOOD WORD?   | M-F 2:30- 3:00            | 6                   | 83                    |
| W5  | Sun. 9:00-10:00           | 5                   | 71                    |
| STORY THEATRE   | Fri. 7:00- 7:30           | 5                   | 53                    |
| + SPORTS BEAT '72   | Wed. 10:30-11:00          | 4                   | 76                    |

\* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

\* Not telecast in the Maritimes.

‡ Joined in progress at 9:30pm EST on six CTV stations; not carried on four CTV stations.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

PROGRAM NOTES

- On Sunday at 9:00-10:00 pm, the audience to episode nine of THE WHITEOAKS OF JALNA series was 13 per cent, down a further 3 percentage points from the audience to episode eight broadcast two weeks previously. (The series was pre-empted on March 26.) While this is the heaviest loss of audience sustained by successive episodes of 'Jalna' in recent weeks, the situation is complicated by the fact that this was Easter Sunday when (as in previous years) there was a distinct tendency for all evening programs to have sub-normal audiences. In fact, 'Walt Disney' (6:00-7:00 pm), 'Jimmy Stewart' (7:30-8:00 pm), 'Flip Wilson' (8:00-9:00 pm) and 'Weekend' (10:00-11:00 pm) all suffered audience losses this Sunday evening, as did the CTV network's 'Room 222' (7:00-7:30 pm), 'Mod Squad' (7:30-8:30 pm) and 'Mannix' (10:00-11:00 pm) - these audience losses being in most cases proportionately as great as the loss suffered by 'Jalna'. Further complicating the situation, however, is the fact that, unlike 'Jalna', all but one of these other Sunday evening programs this week were running repeats.

The 13 per cent audience for this week's ninth 'Jalna' episode represents about 1.6 million viewers - just about half the number who watched the first two programs of the series at the end of January. With no significant change in the extent of audience enjoyment in recent weeks, this week's episode rated an index of enjoyment of 64. The record to date:

| <u>Date</u> | <u>Per Cent<br/>Viewing</u> | <u>Index Of<br/>Enjoyment</u> |
|-------------|-----------------------------|-------------------------------|
| Jan. 23     | 27%                         | 57                            |
| Jan. 30     | 27%                         | 65                            |
| Feb. 6      | 23%                         | 62                            |
| Feb. 13     | 21%                         | 60                            |
| Feb. 20     | .....pre-empted.....        |                               |
| Feb. 27     | 18%                         | 61                            |
| Mar. 5      | 18%                         | 60                            |
| Mar. 12     | 17%                         | 58                            |
| Mar. 19     | 16%                         | 62                            |
| Mar. 26     | .....pre-empted.....        |                               |
| Apr. 2      | 13%                         | 64                            |



TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 21-APRIL 7, 1972

| DAY         | TIME                 | CBC PROGRAM  |    | PER CENT VIEWING<br>IN CBC/CTV<br>COVERAGE AREAS | CTV PROGRAM   |  |
|-------------|----------------------|--|----|--|---|--|
| FRI<br>31ST | 7:00- 7:30           | Local Programming                                    |    | 6  | STORY THEATRE   |  |
|             | 7:30- 8:00           | Not Complete Network                                 |    | 8  | DON RICKLES   |  |
|             | 8:00- 8:30           | 'HELICOPTER HOLY LAND: IN THE<br>BEGINNING' (Repeat) | 12 | 13   | FRIDAY NIGHT MOVIE<br>( 'Did You Hear The One About<br>The Travelling Saleslady?' )<br>(Repeat) |  |
|             | 8:30- 9:00           |  |    |  |   |  |
|             | 9:00- 9:30           | TOMMY HUNTER (Repeat)                                | 14 |  |   |  |
|             | 9:30-10:00           |  |    |  |   |  |
| 10:00-10:30 | Not Complete Network |  | 14 | F.B.I. (Repeat)                                  |   |  |
| 10:30-11:00 |                      |  |    |  |   |  |
| SUN<br>2ND  | 7:00- 7:30           | 'DIG'  | 13 | 11   | ROOM 222 (Repeat)   |  |
|             | 7:30- 8:00           | JIMMY STEWART (Repeat)                               | 13 | 12   | MOD SQUAD (Repeat)  |  |
|             | 8:00- 8:30           | FLIP WILSON ,(Repeat)                                | 26 |  |   |  |
|             | 8:30- 9:00           |  |    |  |   |  |
|             | 9:00- 9:30           | 'THE WHITEOAKS OF JALNA'                             | 11 | 6  | W5  |  |
|             | 9:30-10:00           |  |    |  |   |  |
|             | 10:00-10:30          | CBC WEEKEND  | 6  | 13   | + MANNIX (Repeat)   |  |
| 10:30-11:00 |                      |  |    |  |   |  |
| MON<br>3RD  | 7:00- 7:30           | Local Programming                                    |    | 12   | + DORIS DAY (Repeat)  |  |
|             | 7:30- 8:00           | Not Complete Network                                 |    | 14   | MEDICAL CENTER (Repeat)   |  |
|             | 8:00- 8:30           | THE PARTRIDGE FAMILY (Repeat)                        | 24 |  |   |  |
|             | 8:30- 9:00           | CANNON (Repeat)                                      | 23 | 10   | NICHOLS (Repeat)  |  |
|             | 9:00- 9:30           | FRONT PAGE CHALLENGE (Repeat)                        | 16 | 10   | PIG 'N' WHISTLE   |  |
|             | 10:00-10:30          | MAN ALIVE  | 7  | 17   | IRONSIDE (Repeat)   |  |
|             | 10:30-11:00          |  |    |  |   |  |
| TUE<br>7TH  | 7:00- 7:30           | Local Programming                                    |    | Not Complete Network                             |   |  |
|             | 7:30- 8:00           |  |    |  |   |  |
|             | 8:00- 8:30           | 'LAND OF INFINITE VARIETY'                           | 9  | 18   | MARCUS WELBY, M.D. (Repeat)   |  |
|             | 8:30- 9:00           | CAROL BURNETT  | 25 |  |   |  |
|             | 9:00- 9:30           | Not Complete Network                                 |    |  |   |  |
|             | 9:30-10:00           | TELESCOPE  | 9  | 14   | IAN TYSON   |  |
|             | 10:00-10:30          | TUESDAY NIGHT (Science<br>Research in Canada)        | 5  | 18   | THE PERSUADERS (Repeat)   |  |
| 10:30-11:00 |                      |  |    |  |   |  |

\* Re-scheduled in some areas on two occasions.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Wednesday and Thursday data in this table.



- At 10:00-11:00 pm, CBC WEEKEND's audience this week (noted above as being unusually low this Easter Sunday) was 7 per cent, one of the smallest 'Weekend' audiences this season. The program included a report on the Democratic primary in Wisconsin, a half-hour profile of Canadian artist William Kurelek and a discussion of the British government's decision to impose direct rule on Northern Ireland. The index of enjoyment was 67 - four points below the average index for 'Weekend' this season.
- Tuesday's TELESCOPE (9:30-10:00 pm) profiled the life and acting career of Paul Bradley, winner of a Canadian film award for his co-starring role in the movie 'Goin' Down The Road'. While the size of the audience (11 per cent) was virtually unchanged from audiences to recent 'Telescope' programs, viewer reaction this week was much less favourable than usual, the index of audience enjoyment of 46 being, in fact, the lowest index for a 'Telescope' program this season.
- This week's TUESDAY NIGHT (10:00-11:00 pm) was entitled 'Men Money and Microscopes', a documentary hosted by geneticist David Suzuki dealing with science policy in Canada - what kind of science research is being conducted, where is the money being spent, who decides its future direction? Though watched by a somewhat below-average 'Tuesday Night' audience of 5 per cent, the program was generally well received by those who watched it - enjoyment index 78 as against an average index of 74 for the current series. The complete record for 'Tuesday Night' so far this season:

| <u>Date</u> | <u>Program</u>   | <u>Per Cent<br/>Viewing</u> | <u>Index Of<br/>Enjoyment</u> |
|-------------|--|-----------------------------|-------------------------------|
| Sept. 14    | A Review of the conflict in Northern Ireland             | 7                           | 74                            |
| Sept. 21    | Feature on the Niagara Falls                             | 8                           | 74                            |
| Sept. 28    | Canada's image abroad                                    | 6                           | 67                            |
| Oct. 5      | A look back at the October 1970 crisis in Quebec         | 7                           | 75                            |
| Oct. 12     | BBC documentary on earthquake prospects in San Francisco | 10                          | 88                            |

continued...

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| <u>Date</u> | <u>Program</u>   | <u>Per Cent<br/>Viewing</u> | <u>Index Of<br/>Enjoyment</u> |
|-------------|--|-----------------------------|-------------------------------|
| Oct. 19     | Two styles of travel in<br>Canada: conducted bus tours<br>and hitch-hiking | 7                           | 67                            |
| Oct. 26     | Profile of author Morley<br>Callaghan                                      | 4                           | 63                            |
| Nov. 2      | The decease of the Toronto<br>'Telegram'                                   | 6                           | 72                            |
| Nov. 9      | Modern Formosa: a look at<br>the regime and the people                     | 6                           | 81                            |
| Nov. 16     | Profile of Dr. Norman Bethune<br>(repeat)                                  | 6                           | 82                            |
| Nov. 23     | Energy resources in North<br>America                                       | 5                           | 84                            |
| Nov. 30     | On homosexuals   | 10                          | 50                            |
| Dec. 7      | The Progressive Conservative<br>party: the past and the<br>present         | 4                           | 67                            |
| Dec. 14     | Economic development of Japan<br>in recent years                           | 6                           | 82                            |
| Dec. 21     | A report on the India-Pakistan<br>war                                      | 6                           | 69                            |
| Dec. 28     | A review of the top news events<br>of 1971                                 | 7                           | 73                            |
| Jan. 4      | On the U.N. and its successive<br>Secretaries-General                      | 6                           | 75                            |
| Jan. 11     | Some of the human aspects of<br>the Vietnam war                            | 10                          | 76                            |
| Jan. 18     | The hydro-electric power of<br>British Columbia's Fraser<br>River          | 9                           | 86                            |
| Feb. 1      | Hitler's 1941 attack on the<br>Soviet Union                                | 9                           | 72                            |
| Feb. 8      | Peace Institutes throughout<br>the world                                   | 7                           | 68                            |

continued...

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| <u>Date</u> | <u>Program</u>   | <u>Per Cent<br/>Viewing</u> | <u>Index Of<br/>Enjoyment</u> |
|-------------|--|-----------------------------|-------------------------------|
| Feb. 15     | The health hazards of smoking                                      | 12                          | 89                            |
| Feb. 22     | The cosmic theories of Dr. Immanuel Velikovsky                     | 5                           | 71                            |
| Mar. 7      | Report on foreign takeovers of Canadian business                   | 7                           | 77                            |
| Mar. 14     | The Newfoundland political scene and former Premier Joey Smallwood | 6                           | 69                            |
| Apr. 4      | Science research in Canada   | 5                           | 78                            |

- On Thursday at 9:30-10:00 pm, on the metronet and some CBC affiliated stations, this week's PROGRAM X play, 'I Was Never In Kharkov', starred Jan Rubes, Vivien Reis and Angela Roland. At 3 per cent, the audience was only about half as big as it usually is, the most likely explanation being that, in the eastern part of the country, 'Program X' this week ran directly against CTV network coverage of the second quarter-final hockey playoff between Montreal and New York. No information is available on the extent to which those who watched this week's 'Program X' enjoyed it, too few respondents being involved to provide a reliable index of viewer reaction.
- Nor is an index of audience enjoyment available this week for MIDWEEK which, at 10:00-11:00 pm Thursday (on the metronet and some affiliates), also drew a 3 per cent audience. The program was a repeat of the series' November 11 documentary on the 100-year history of the Canadian Armed Forces.
- On Monday (10:00-11:00 pm), MAN ALIVE presented a profile of Paul-Emile Cardinal Leger, former Archbishop of Montreal who for the past four years has been working with lepers in the African Republic of Cameroun. Entitled 'To Give What We Are', the program included comment by Cardinal Leger on his work and personal philosophy of life. Maintaining the level of audience enjoyment attained by all but a few 'Man Alive' programs since mid-December, this week's broadcast rated an index of 76.

The size of the audience was 8 per cent - bigger than the 4-6 per cent audiences for each of the last four (half-hour) 'Man Alive' programs, but somewhat below the 9-10 per cent audiences for the two January programs on the problems of family adjustment following a bereavement.

- . With indices of enjoyment for individual day programs ranging from 73 to 81, TAKE THIRTY (weekdays 3:00-3:30 pm) this week had an average index of 77 - about average for the series this season. The content of the five repeat programs: on Friday, a talk with author Maya Angelou; on Monday, an interview with entertainer Liberace; on Tuesday and Wednesday, a two-part series on population ecology, and on Thursday, a visit to Upper Canada Village. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five days, 10 per cent.
- . Making its final appearance of the season, the Sunday afternoon (3:00-4:00 pm) WORLD OF MUSIC series this week featured the Vienna Philharmonic Orchestra under the baton of Leonard Bernstein. Throughout its two-month run on the metronet and some CBC affiliate stations, the series has drawn consistently small audiences of 1-2 per cent involving too few panel members to provide indices of audience enjoyment for individual programs, or even any indication of the extent of audience enjoyment of the series as a whole.
- . The first of three special programs shown on Good Friday was METRO TO CALVARY, a drama adapted from the Jean Letarte-Claude Jasmin play 'Un Certain Chemin De Croix', about the thoughts and emotions of a priest while en route to meet a friend who has threatened to kill himself. Patrick Peuvion starred as both priest and would-be suicide. Broadcast at 2:00-2:30 pm, it drew an audience (1 per cent) that was too small to provide any indication of the extent to which those who had watched the program had enjoyed it.
- . Then, at 8:00-9:00 pm on Good Friday evening, the network repeated HELICOPTER HOLY LAND: IN THE BEGINNING - a program, previously shown on Christmas Day, that provides an aerial view of the scenes of various biblical events. With an audience (14 per cent) about two-thirds as big as the usual audience to the pre-empted 'Rowan and Martin', the broadcast was again very well received by those who watched it - index of enjoyment on this occasion, 77.



- Then later (at 10:00-11:00 pm on Friday) MEETING POINT, which ran on CBC metronet stations only, took viewers to Jerusalem which, for thousands of years, has served as a meeting place of three of the world's great systems of religious faith. At 3 per cent nationally, here again the audience was too small to provide an index of audience enjoyment.
- At 7:00-7:30 pm on Sunday, an adult-teenage audience of 14 per cent (plus presumably many children under the age of 12) were attracted to an animated cartoon on the formation of the earth. Entitled DIG, the program featured a journey into the earth's interior by a boy, his dog and a rock named Rocco who explained the formation of various rocks, the phenomena of earthquakes, etc. Not too well received by its adult-teenage audience, the program rated an enjoyment index of only 52. The 14 per cent Easter Sunday audience to 'Dig' was about two-thirds the size of the usual audience to the pre-empted 'Rovers'.
- In the usual 'Mary Tyler Moore' slot, at 8:00-8:30 pm on Tuesday, the network this week presented LAND OF INFINITE VARIETY, a special 'visual essay' on Canada accompanied by the original music of Dr. William McCauley. With an audience (11 per cent) less than half as big as the usual audience to the 'Tyler Moore' series, the broadcast was also not too well received by those who watched it, the enjoyment index being only 57.



# A CBC RESEARCH REPORT

TV/72/20

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 7-13, 1972

### THIS WEEK

Special network programming this week for which audience data is available included coverage of the annual 'Academy Awards', 'Masters' Golf Tournament' and 'Grand National Steeplechase'.

The many other specials, most of them occasioned by the continuing CBC labour-management dispute and scheduled too late to be included in the week's survey included: an 'ABA Basketball Playoff', 'Canadian International Tennis', 'Canadian College Sports', a profile of NHL hockey star Phil Esposito, the musical 'Tommy Steele In Search Of Charlie Chaplin', an edition of 'Once More With Felix', a repeat of 'An Evening With Nana Mouskouri' and of a 'Take Thirty' interview with actress Ingrid Bergman, and the films 'Viva Max', 'Murder In Shorthand' and 'The Reef At Heron Island'.

Regular CBC programs pre-empted throughout the entire country this week included 'Encounter', 'The New Majority', 'Audubon Wildlife Theatre', 'Hymn Sing', 'Nation's Business', 'Man At The Center', 'Man Alive' and one edition of 'Viewpoint'. In addition, another twenty or so CBC network series had reduced coverage this week when some half-dozen or more affiliated stations cut away from the network to join CTV in carrying this week's several hockey playoffs.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 7-13, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| 'ACADEMY AWARDS'                                 | Mon. 10:00-12:30am        | 36                  | 77                    |
| ★ THE WONDERFUL WORLD OF DISNEY (Repeat)         | Sun. 6:00- 7:00           | 29                  | 75                    |
| ★ FLIP WILSON (Repeat)                           | Sun. 8:00- 9:00           | 23                  | 79                    |
| ★ THE PARTRIDGE FAMILY (Repeat)                  | Mon. 8:00- 8:30           | 22                  | 78                    |
| ★ ROWAN AND MARTIN (Repeat)                      | Fri. 8:00- 9:00           | 20                  | 65                    |
| ★ FRONT PAGE CHALLENGE (Repeat)                  | Mon. 9:30-10:00           | 19                  | 75                    |
| ★ CANNON (Repeat)                                | Mon. 8:30- 9:30           | 19                  | 80                    |
| TOMMY HUNTER                                     | Fri. 9:00-10:00           | 19                  | 83                    |
| ★ CAROL BURNETT (Repeat)                         | Tue. 8:30- 9:30           | 18                  | 77                    |
| ★ THE ROVERS                                     | Sun. 7:00- 7:30           | 17                  | 72                    |
| + JIMMY STEWART (Repeat)                         | Sun. 7:30- 8:00           | 16                  | 74                    |
| ★ O'HARA, UNITED STATES TREASURY (Repeat)        | Thu. 8:00- 9:00           | 13                  | 78                    |
| EDGE OF NIGHT                                    | M-F 3:30- 4:00            | 13                  | 85                    |
| ★ MARY TYLER MOORE (Repeat)                      | Tue. 8:00- 8:30           | 13                  | 78                    |
| CBC NATIONAL NEWS                                | S-S 11:00-11:21           | 12                  | 81                    |
| ★ THE WHITEOAKS OF JALNA (Episode 10)            | Sun. 9:00-10:00           | 12                  | 60                    |
| COUNTRYTIME (Repeat)                             | Sat. 10:30-11:00          | 10                  | 76                    |
| MASTERS' GOLF TOURNAMENT                         | Sun. 4:00- 6:00           | 10                  | 78                    |
| FAMILY COURT                                     | M-F 4:00- 4:30            | 10                  | 78                    |
| MASTERS' GOLF TOURNAMENT                         | Sat. 5:00- 6:00           | 7                   | 80                    |
| ★ TELESCOPE (Profile of Gordie Tapp)<br>(Repeat) | Tue. 9:30-10:00           | 7                   | 71                    |
| ★ CBC WEEKEND                                    | Sun. 10:00-11:00          | 7                   | 69                    |
| TAKE THIRTY (Repeats)                            | M-F 3:00- 3:30            | 4                   | 76                    |
| ONE NORTHERN SUMMER (Repeat)                     | Wed. 4:30- 5:00           | 3                   | 81                    |
| ★ TUESDAY NIGHT (Benito Mussolini)               | Tue. 10:00-11:00          | 3                   | 66                    |
| COUNTRY CANADA                                   | Sun. 1:30- 2:00           | 2                   | \$                    |
| ★ PROVINCIAL AFFAIRS                             | Sat. 11:15-11:22          | 2                   | \$                    |

★ Unusual broadcast conditions (i.e. pre-empted, re-scheduled or joined in progress on at least six stations).

\$ Sample too small for reliable reporting of enjoyment level.



## SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning, the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

## THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

The 'Live' (non-delayed) programming that was telecast virtually every day this week prevents the inclusion in this report of the usual TABLE 3, comparing the performance of those CBC full network and CTV network programs which run directly opposite each other.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: APRIL 7-13, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>                                |                           |                     |                       |
| ★ THE IRISH ROVERS (Repeat)                                      | Mon. 7:30- 8:00           | 15                  | 85                    |
| ★ THE GRAND NATIONAL STEEPLECHASE                                | Sun. 2:30- 3:00           | 3                   | 89                    |
| LET'S CALL THE WHOLE THING ORFF                                  | Sat. 7:00- 7:30           | 3                   | 42                    |
| UPDATE   | Sat. 6:00- 6:30           | 3                   | 75                    |
| REPLAY (Repeat)  | Sat. 6:30- 7:00           | 3                   | \$                    |
| ★ IN THE MOOD (Repeat)   | Thu. 9:00- 9:30           | 2                   | \$                    |
| MIDWEEK (Repeat)   | Thu. 10:00-11:00          | 2                   | \$                    |
| THE GALLOPING GOURMET (Repeats)                                  | M-F 1:30- 2:00            | 2                   | \$                    |
| VIEWPOINT  | M-F 11:22-11:29           | 2                   | \$                    |
| ★ ANALOG   | Sun. 1:00- 1:30           | 1                   | \$                    |
| PROGRAM X ('The Shipwreck')                                      | Thu. 9:30-10:00           | 1                   | \$                    |
| PAUL BERNARD, PSYCHIATRIST                                       | M-F 2:00- 2:30            | 1                   | \$                    |
| <u>CBC METRONET</u>  |                           |                     |                       |
| ★ THE WONDERFUL WORLD OF DISNEY (Repeat)                         | Sun. 6:00- 7:00           | 18                  | 73                    |
| ★ ALL IN THE FAMILY (Repeat)                                     | Thu. 7:30- 8:00           | 15                  | 89                    |
| GET SMART  | M-F 5:30- 6:00            | 11                  | 77                    |
| DICK VAN DYKE (Repeat)   | Fri. 7:30- 8:00           | 7                   | 82                    |
| SINGALONG JUBILEE (Repeat)                                       | Wed. 7:30- 8:00           | 4                   | 69                    |
| WORLD TV SHOWCASE (Main Chance - 'The<br>Lady Who Went Too Far') | Fri. 10:00-11:00          | 2                   | \$                    |
| <u>CTV PROGRAMS</u>  |                           |                     |                       |
| ± NHL HOCKEY PLAYOFF   | Sat. 8:00-10:44           | 46                  | 87                    |
| ± NHL HOCKEY PLAYOFF   | Tue. 8:00-10:47           | 46                  | 87                    |
| ± NHL HOCKEY PLAYOFF   | Thu. 8:00-10:50           | 45                  | 88                    |
| ± NHL HOCKEY PLAYOFF   | Sun. 8:00-10:44           | 26                  | 89                    |
| <hr/>  |                           |                     |                       |
| 'THE LIONS ARE FREE'   | Fri. 7:00- 8:00           | 14                  | 90                    |
| + F.B.I.(Repeat)   | Fri. 10:00-11:00          | 14                  | 80                    |
| ★ MOD SQUAD (Repeat)   | Sun. 7:00- 8:00           | 13                  | 79                    |
| + FRIDAY NIGHT MOVIE ('Marriage Italian<br>Style') (Repeat)      | Fri. 8:00-10:00           | 13                  | 67                    |
| ★ ROLLIN' ON THE RIVER (Repeat)                                  | Sat. 7:00- 8:00           | 11                  | 73                    |
| ★ + MANNIX (Repeat)  | Sun. 10:45-11:45          | 11                  | 76                    |
| + WEDNESDAY NIGHT MOVIE (Various)                                | Wed. 7:30-10:30           | 11                  | 78                    |
| ★ THE PERSUADERS (Repeat)  | Tue. 10:50-11:50          | 10                  | 77                    |
| ★ DEAN MARTIN  | Thu. 10:53-11:53          | 10                  | 71                    |
| MEDICAL CENTER (Repeat)  | Mon. 7:30- 8:30           | 10                  | 85                    |
| ★ + LONGSTREET (Repeat)  | Thu. 7:00- 8:00           | 9                   | 77                    |
| + DORIS DAY (Repeat)   | Mon. 7:00- 7:30           | 8                   | 76                    |
| ★ CTV NATIONAL NEWS  | S-S 11:00-11:18           | 8                   | 78                    |
| + UNTAMED WORLD (Repeat)   | Sun. 5:00- 5:30           | 8                   | 87                    |
| ANYTHING YOU CAN DO  | M-F 3:30- 4:00            | 7                   | 79                    |
| WIDE WORLD OF SPORTS   | Sat. 4:30- 6:00           | 7                   | 79                    |
| ANOTHER WORLD  | M-F 3:00- 3:30            | 7                   | 84                    |
| PIG 'N' WHISTLE  | Mon. 9:30-10:00           | 7                   | 75                    |
| NICHOLS (Repeat)   | Mon. 8:30- 9:30           | 7                   | 73                    |
| WHAT'S THE GOOD WORD?  | M-F 2:30- 3:00            | 6                   | 82                    |
| ★ IRONSIDE (Repeat)  | Mon. 10:00-11:00          | 6                   | 79                    |
| + SPORTS BEAT '72  | Wed. 10:30-11:00          | 2                   | \$                    |

★ Unusual broadcast conditions (i.e. pre-empted or re-scheduled on some stations).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

± Also broadcast on some CBC affiliate stations.

PROGRAM NOTES

- Broadcast under somewhat unusual conditions - opposite CTV 'Hockey' coverage in all areas of the country except in Alberta and B.C., pre-empted on eight CBC affiliates and joined in progress on three others - THE WHITEOAKS OF JALNA (Sunday 9:00-10:00 pm) this week drew a 12 per cent audience to its tenth episode. Enjoyed about as much as most previous programs in the series, this week's episode rated an index of enjoyment of 60. The audience record to date:

| <u>Date</u>                   | <u>Per Cent Viewing</u> | <u>Index Of Enjoyment</u> |
|-------------------------------|-------------------------|---------------------------|
| Jan. 23                       | 27%                     | 57                        |
| Jan. 30                       | 27%                     | 65                        |
| Feb. 6                        | 23%                     | 62                        |
| Feb. 13                       | 21%                     | 60                        |
| Feb. 20                       | .....pre-empted.....    |                           |
| Feb. 27                       | 18%                     | 61                        |
| Mar. 5                        | 18%                     | 60                        |
| Mar. 12                       | 17%                     | 58                        |
| Mar. 19                       | 16%                     | 62                        |
| Mar. 26                       | .....pre-empted.....    |                           |
| Apr. 2 (Easter)               | 13%                     | 64                        |
| Apr. 9 (partially pre-empted) | 12%                     | 60                        |

- Following this, at 10:00-11:00 pm on Sunday, CBC WEEKEND also ran against CTV 'Hockey' throughout a large part of the country (east of Manitoba) and was wholly or partially pre-empted on several CBC affiliated stations. At 7 per cent, the audience was unchanged from the week before (Easter Sunday) and was one of the smallest for a 'Weekend' program this season. The two-part program dealing with

reactions in Northern Ireland, and in the Irish Republic, to the British government's recent imposition of direct rule on Northern Ireland, was moderately well received with an audience enjoyment index of 69 (average 'Weekend' index this season 70).

. TUESDAY NIGHT (10:00-11:00 pm) which, east of Manitoba, ran against CTV coverage of the fifth quarter-final 'Hockey Playoff' game between Montreal and New York and was pre-empted on eight affiliate stations, this week drew only about half its usual audience - 3 per cent as against an average audience of 7 per cent. The Italian-produced documentary, 'The Cardboard Caesar', examined the rise and fall of Benito Mussolini. With an enjoyment index of 66, it proved to be one of the least favourably received 'Tuesday Night' documentaries this season (average index 74).

. On Monday, a 36 per cent audience, representing about 4.4 million adults and teenagers (plus an uncounted but doubtless substantial number of younger children) watched some part of the CBC's two-and-a-half hour coverage (10:00 pm-12:30 am) of the annual ACADEMY AWARDS presentations. This was much the biggest network audience of the week - though only slightly bigger than the 34 per cent audience to last year's 'Awards' which were 'joined in progress', about one hour late, at the conclusion of a hockey playoff game. This year's program had a much more favourable reception from those who watched it than did last year's event, the indices of enjoyment being 77 and 63 respectively. An analysis of viewers' reactions showed the highlight of the evening to be the special salute to Charlie Chaplin, an occasion which included the showing of clips from some of his old movies and the presentation to him of a special Academy award.

. On Saturday (5:00-6:00 pm EST) and Sunday (4:00-6:00 pm EST) the network provided live coverage of the 36th annual MASTERS' GOLF TOURNAMENT from Augusta Georgia. The audience to Saturday's broadcast was 7 per cent and to Sunday's final round, 10 per cent - about equal in size to corresponding CBC audiences of the 1969 'Masters' competition but significantly smaller than the respective 11 and 13 per cent audiences recorded for the third and final rounds of last year's 'Tournament'. In line with audience reactions to 'Masters' Golf' competitions in past seasons, this year's tournament, won by Jack Nicklaus, was much enjoyed by those who watched, indices of audience enjoyment in this case being 80 and 78.



- At 2:30-3:00 pm on Sunday, metronet and some CBC affiliate stations east of Alberta carried a special broadcast of the 115th GRAND NATIONAL STEEPLECHASE which was run eight days previously at Aintree in England. The audience was 3 per cent, the index of audience enjoyment a high 89.

The highly unusual broadcast conditions this week, noted earlier in this report, precludes any very meaningful comment on the audience response to most other programs.

CBC Research  
Ottawa



# A CBC RESEARCH REPORT

TV/72/21

on

## AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 14-20, 1972

### THIS WEEK

Normal scheduling was heavily disrupted again this week, partly a consequence of the continuing CBC labour-management dispute, partly to accommodate a number of special-event broadcasts.

The many regular weekly series pre-empted included 'Tommy Hunter', 'World TV Showcase', 'Analog', 'The Nation's Business', 'Man Alive', 'In The Mood', 'All In The Family', 'Midweek' and one edition of 'Edge Of Night' and 'Family Court'. Again this week the NHL Hockey Playoffs were carried by the CTV network with support from some half-dozen or more CBC affiliated stations. And some 15-20 other CBC network programs which were not wholly pre-empted were broadcast this week with reduced network coverage.

Because of late scheduling, most of this week's many pre-empting programs could not be included in this week's survey. These included the blast-off and lunar landing of Apollo 16 and several progress reports on the flight; President Nixon's address on Friday to a joint session of the Canadian Parliament; coverage of several sports events - 'ABA Basketball', 'International Table Tennis' and 'The Canadian Volleyball Championships'; two TV movies, 'The Strange Case Of Dr. Jekyll and Mr. Hyde' and 'The Trial'; a number of short films - 'Summer, Lakes and Streams', 'Mountains By

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 14-20, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| FLIP WILSON (Repeat)   | Sun. 8:00- 9:00           | 32                  | 75                    |
| THE WONDERFUL WORLD OF DISNEY  | Sun. 6:00- 7:00           | 32                  | 78                    |
| THE PARTRIDGE FAMILY (Repeat)  | Mon. 8:00- 8:30           | 25                  | 81                    |
| ROWAN AND MARTIN (Repeat)  | Fri. 8:00- 9:00           | 22                  | 67                    |
| CANNON (Repeat)  | Mon. 8:30- 9:30           | 22                  | 79                    |
| JIMMY STEWART (Repeat)   | Sun. 7:30- 8:00           | 20                  | 73                    |
| THE ROVERS   | Sun. 7:00- 7:30           | 20                  | 73                    |
| ★ CAROL BURNETT (Repeat)   | Tue. 8:30- 9:30           | 19                  | 75                    |
| ★ MARY TYLER MOORE (Repeat)  | Tue. 8:00- 8:30           | 18                  | 76                    |
| FRONT PAGE CHALLENGE (Repeat)  | Mon. 9:30-10:00           | 15                  | 70                    |
| THE WHITEOAKS OF JALNA (Episode 11)                                  | Sun. 9:00-10:00           | 14                  | 63                    |
| ★ CBC NATIONAL NEWS  | S-S 11:00-11:21           | 13                  | 81                    |
| 'I REGRET NOTHING' (Edith Piaf)                                      | Fri. 9:00-10:00           | 12                  | 73                    |
| ■ O'HARA, UNITED STATES TREASURY (Repeat)                            | Thu. 8:00- 9:00           | 12                  | 77                    |
| ★ EDGE OF NIGHT  | M-F 3:30- 4:00            | 12                  | 83                    |
| ★ FAMILY COURT   | F-W 4:00- 4:30            | 9                   | 81                    |
| CBC WEEKEND  | Sun. 10:00-11:00          | 9                   | 74                    |
| AUDUBON WILDLIFE THEATRE   | Sun. 5:00- 5:30           | 9                   | 83                    |
| COUNTRYTIME (Repeat)   | Sat. 10:30-11:00          | 8                   | 78                    |
| MAN AT THE CENTER ('The Prairie Way -<br>Next Year Country')         | Mon. 10:00-11:00          | 7                   | 81                    |
| ★ TELESCOPE (Profile of author-zoologist<br>Gerald Durrell) (Repeat) | Tue. 9:30-10:00           | 5                   | 86                    |
| ★ TUESDAY NIGHT (King Hussein of Jordan)                             | Tue. 10:00-11:00          | 4                   | 76                    |
| ★ TAKE THIRTY (Repeats)  | M-F 3:00- 3:30            | 4                   | 74                    |
| ★ ONE NORTHERN SUMMER (Repeat)                                       | Wed. 4:30- 5:00           | 3                   | \$                    |
| ★ COUNTRY CANADA   | Sun. 1:30- 2:00           | 3                   | 83                    |
| ★ PROVINCIAL AFFAIRS   | Sat. 11:15-11:22          | 2                   | \$                    |
| ★ ENCOUNTER  | Sun. 4:00- 4:30           | 1                   | \$                    |
| ★ THE NEW MAJORITY   | Sun. 4:30- 5:00           | 1                   | \$                    |

★ Pre-empted and/or re-scheduled in some areas (in the case of multi-day programs on one or more occasions).

\$ Joined in progress in some areas.



The Sea', 'The Road To The Isles', 'The Sky Below Me, The Crowd Above'; and a repeat of the 'Thursday Night' documentary, 'To Die Today'.

On two other special programs broadcast this week audience data is available: a documentary, 'I Regret Nothing', on the life and career of French singer and entertainer, the late Edith Piaf, and a 'Canadian International Tennis' competition broadcast on the metronet and some affiliated stations.

#### SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning, the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

#### THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: APRIL 14-20, 1972

| PROGRAM                                  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| <u>CBC METRONET AND AVAILABLE</u>        |                           |                     |                       |
| THE IRISH ROVERS (Repeat)                | Mon. 7:30- 8:00           | 15                  | 87                    |
| ★ HYMN SING                              | Sun. 5:30- 6:00           | 10                  | 81                    |
| UPDATE                                   | Sat. 6:00- 6:30           | 3                   | \$                    |
| CANADIAN INTERNATIONAL TENNIS            | Sat. 4:00- 5:00           | 3                   | \$                    |
| LET'S CALL THE WHOLE THING ORFF          | Sat. 7:00- 7:30           | 3                   | \$                    |
| REPLAY (Repeat)                          | Sat. 6:30- 7:00           | 3                   | \$                    |
| ★ KLAHANIE                               | Sat. 1:30- 2:00           | 3                   | \$                    |
| △ PROGRAM X ('Boss') (Repeat)            | Thu. 9:30-10:00           | 2                   | \$                    |
| ★ THE GALLOPING GOURMET (Repeats)        | M-F 1:30- 2:00            | 2                   | \$                    |
| VIEWPOINT                                | M-F 11:22-11:29           | 2                   | \$                    |
| ★ PAUL BERNARD, PSYCHIATRIST             | M-F 2:00- 2:30            | 1                   | \$                    |
| ★ INTERVIEW                              | Sun. 2:00- 2:30           | 1                   | \$                    |
| <u>CBC METRONET</u>                      |                           |                     |                       |
| THE WONDERFUL WORLD OF DISNEY            | Sun. 6:00- 7:00           | 19                  | 79                    |
| ★ GET SMART                              | M-F 5:30- 6:00            | 10                  | 78                    |
| DICK VAN DYKE (Repeat)                   | Fri. 7:30- 8:00           | 6                   | 75                    |
| SINGALONG JUBILEE                        | Wed. 7:30- 8:00           | 5                   | 72                    |
| <u>CTV PROGRAMS</u>                      |                           |                     |                       |
| 1 NHL HOCKEY PLAYOFFS                    | Thu. 7:30-10:08           | 41                  | 87                    |
| 1 NHL HOCKEY PLAYOFFS                    | Tue. 8:30-11:33           | 41                  | 88                    |
| 1 NHL HOCKEY PLAYOFFS                    | Sun. 2:00- 5:16           | 24                  | 86                    |
| 'MISS TEEN CANADA PAGEANT'               | Mon. 7:30- 8:30           | 25                  | 71                    |
| MOD SQUAD (Repeat)                       | Sun. 7:30- 8:30           | 14                  | 83                    |
| + F.B.I. (Repeat)                        | Fri. 10:00-11:00          | 13                  | 79                    |
| + WEDNESDAY NIGHT MOVIE (Various)        | Wed. 8:00-10:30           | 13                  | 72                    |
| ACADEMY PERFORMANCE ('The Harness')      | Sat. 8:00-10:00           | 13                  | 74                    |
| + FRIDAY NIGHT MOVIE ('Secret Ceremony') | Fri. 8:00-10:00           | 12                  | 63                    |
| MARCUS WELBY, M.D. (Repeat)              | Tue. 7:30- 8:30           | 12                  | 80                    |
| MEDICAL CENTER (Repeat)                  | Mon. 7:30- 8:30           | 12                  | 81                    |
| ROLLIN' ON THE RIVER (Repeat)            | Sat. 7:00- 8:00           | 11                  | 74                    |
| ROOM 222 (Repeat)                        | Sun. 7:00- 7:30           | 11                  | 78                    |
| + MANNIX (Repeat)                        | Sun. 10:00-11:00          | 10                  | 78                    |
| WIDE WORLD OF SPORTS                     | Sat. 4:30- 6:00           | 10                  | 81                    |
| PIG 'N' WHISTLE                          | Mon. 9:30-10:00           | 10                  | 69                    |
| + DORIS DAY (Repeat)                     | Mon. 7:00- 7:30           | 9                   | 76                    |
| THE BOLD ONES (Repeat)                   | Thu. 10:10-11:10          | 8                   | 73                    |
| CTV NATIONAL NEWS                        | S-S 11:00-11:18           | 8                   | 79                    |
| ANYTHING YOU CAN DO                      | M-F 3:30- 4:00            | 7                   | 80                    |
| ANOTHER WORLD                            | M-F 3:00- 3:30            | 7                   | 84                    |
| W5                                       | Sun. 9:00-10:00           | 6                   | 67                    |
| + UNTAMED WORLD                          | Sun. 5:00- 5:30           | 6                   | 86                    |
| WHAT'S THE GOOD WORD?                    | M-F 2:30- 3:00            | 5                   | 83                    |
| DON RICKLES                              | Fri. 7:30- 8:00           | 5                   | 70                    |
| STORY THEATRE (Repeat)                   | Fri. 7:00- 7:30           | 5                   | 54                    |
| + SPORTS BEAT '72                        | Wed. 10:30-11:00          | 3                   | 69                    |

1 Also broadcast on some CBC affiliate stations.

★ Pre-empted and/or re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

△ Joined in progress in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV in fact chose to watch at least some part of these programs.

#### PROGRAM NOTES

- This week's 11th episode of THE WHITEOAKS OF JALNA (Sunday 9:00-10:00 pm) was the second-last of the current series. Carried by the full network of CBC and affiliated stations and running against its regular opposition ('W5') on CTV stations, it drew a 14 per cent audience representing some 1.7 million viewers aged 12 plus. This is a slightly bigger audience than that of the two preceding episodes (12 and 13 per cent) each of which ran under somewhat unusual conditions - one on Easter Sunday when all prime time audiences were deflated in size, the other carried by a reduced number of CBC stations and opposed throughout most of the country by a hockey playoff game on CTV stations. Setting aside these two exceptional weeks, this latest 14 per cent audience for episode 11 is two percentage points smaller than the audience to the last 'Jalna' program to be broadcast under normal conditions - episode 8 on March 19. This leaves 'Jalna', after eleven episodes, with just slightly more than half the number of viewers attracted to the two opening programs of the series.

Below is the complete audience history for episodes 1-11. There will be no audience information available on the final episode of the current series - episode 12. This would normally have been covered in the final week of this season's panel operation but, having been postponed one week, it fell outside the survey period.

The extent to which 'Jalna' has been enjoyed by those who have watched it has varied only slightly from week to week. The average index of enjoyment over these 11 episodes was 61 with the least enjoyed and most enjoyed episodes varying

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 14-20, 1972

| DATE        | TIME        | CBC PROGRAM                                      |    | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM                                 |   |
|-------------|-------------|--|----|--|---|---|
| FRI<br>14th | 7:00- 7:30  | Local Programming                                |    | 5  | STORY THEATRE                               |   |
|             | 7:30- 8:00  | Not Complete Network                             |    | 5  | DON RICKLES                                 |   |
|             | 8:00- 8:30  | ROWAN AND MARTIN                                 | 20 | 13   | FRIDAY NIGHT MOVIE<br>( 'Secret Ceremony' ) |   |
|             | 8:30- 9:00  |  |    |  |   |   |
|             | 9:00- 9:30  | 'I REGRET NOTHING'<br>(Edith Piaf)               | 13 |  |   |   |
|             | 9:30-10:00  |  |    |  |   |   |
|             | 10:00-10:30 | Not Complete Network                             |    | 15   | + F.B.I.                                    |   |
|             | 10:30-11:00 |  |    |  |   |   |
| SAT<br>15TH | 7:00- 7:30  | Not Complete Network                             |    | 12   | ROLLIN' ON THE RIVER                        |   |
|             | 7:30- 8:00  | Local Programming                                |    |  |   |   |
|             | 8:00- 9:00  | 'THE STRANGE CASE OF DR.<br>JEKYLL AND MR. HYDE' | #  | 14   | ACADEMY PERFORMANCE<br>( 'The Harness' )    |   |
|             | 9:00-10:00  |  |    |  |   |   |
|             | 10:00-10:30 |  |    |  |   |   |
|             | 10:30-11:00 |  |    | COUNTRYTIME                                    |   | 6 |
| SUN<br>16TH | 7:00- 7:30  | THE ROVERS                                       | 17 | 12   | ROOM 222                                    |   |
|             | 7:30- 8:00  | JIMMY STEWART                                    | 16 | 16   | MOD SQUAD                                   |   |
|             | 8:00- 8:30  | FLIP WILSON                                      | 28 |  |   |   |
|             | 8:30- 9:00  |  |    | Not Complete Network                           |   |   |
|             | 9:00- 9:30  | 'THE WHITEOAKS OF JALNA'                         | 11 | 7  | W5  |   |
|             | 9:30-10:00  |  |    |  |   |   |
|             | 10:00-10:30 | CBC WEEKEND                                      | 6  | 12   | + MANNIX                                    |   |
|             | 10:30-11:00 |  |    |  |   |   |

+ Not carried (on this day and at this time) on all CTV stations.

# Data not available.



only 4 index points on either side of the mean. Persisting throughout the series has been the major criticism directed by viewers at the opening episode and noted in previous reports - namely, that the thread of the story has been difficult to follow and that the switching, within episodes, from one time period to another, has been one of the main contributory factors in this regard.

| <u>Date</u>                      | <u>Per Cent<br/>Viewing</u> | <u>Index Of<br/>Enjoyment</u> |
|----------------------------------|-----------------------------|-------------------------------|
| Jan. 23                          | 27%                         | 57                            |
| Jan. 30                          | 27%                         | 65                            |
| Feb. 6                           | 23%                         | 62                            |
| Feb. 13                          | 21%                         | 60                            |
| Feb. 20                          | .....pre-empted.....        |                               |
| Feb. 27                          | 18%                         | 61                            |
| Mar. 5                           | 18%                         | 60                            |
| Mar. 12                          | 17%                         | 58                            |
| Mar. 19                          | 16%                         | 62                            |
| Mar. 26                          | .....pre-empted.....        |                               |
| Apr. 2 (Easter)                  | 13%                         | 64                            |
| Apr. 9 (partially<br>pre-empted) | 12%                         | 60                            |
| Apr. 16                          | 14%                         | 63                            |

Also broadcast under normal conditions for the first time in several weeks, CBC WEEKEND, which followed 'Jalna' at 10:00-11:00 pm Sunday, drew its usual national audience of 9 per cent. Subjects covered in this week's program included President Nixon's visit to Ottawa; a Boston veterans group which claims to be in touch with American servicemen in Vietnam and releases secret military information in order to aid peace efforts; the controversy between former cabinet minister Joe

Borowski and the Manitoba Indian Brotherhood; and Easter celebrations in the Eskimo community of Nain in Labrador. The index of audience enjoyment (74) was slightly above the average index of 70 for the 'Weekend' series this season.

- In the usual 'Tommy Hunter' slot at 9:00-10:00 pm on Friday, the network this week carried I REGRET NOTHING, a special BBC-produced documentary on the famed French chanteuse Edith Piaf. The program traced her life and career from early beginnings in the slums of Paris, through her many successes and personal problems, to her death in 1963 at the age of 47. Included were films of some of Miss Piaf's performances and interviews with several of her acquaintances. The audience was 12 per cent - about two-thirds as big as recent audiences to the pre-empted 'Tommy Hunter' - the index of enjoyment 73.
- In a program titled 'The King With Nine Lives', TUESDAY NIGHT (10:00-11:00 pm) this week profiled the personal and official life of King Hussein of Jordan. Pre-empted on some 12 affiliate stations and running directly against a CTV 'Hockey Playoff' game throughout a large part of the country, the program drew only a 4 per cent audience representing about half a million viewers - a much smaller audience than 'Tuesday Night's' usual 7 per cent. The majority of those who watched this week's program, however, felt that it had been well worth watching, informative, and clearly presented, and many very much enjoyed it. The resultant index of 76 was 2 points above average for the 'Tuesday Night' series this season.
- Returning to the network after a three-week absence, MAN AT THE CENTER (Monday 10:00-11:00 pm) this week presented a special hour-long documentary on the Canadian Prairies and her people. Entitled 'The Prairie Way - Next Year Country', the program discussed the unpredictability of Prairie farming and examined the attitudes, grievances, and changing way of life of Prairie people. Equally well received by viewers living in eastern and western Canada, the broadcast rated a high audience enjoyment index of 81, ranking with the 'Paul Kane' and 'Jean-Henri Fabre' programs (indices 80 and 83) as the most enjoyed 'Man At The Center' programs so far this season. The size of this week's audience was 7 per cent - about average for the current 'Man At The Center' series.

- On Monday (from 9:30-10:00 pm) FRONT PAGE CHALLENGE, for the fifth consecutive week, repeated a program shown earlier this season. This one, which on January 24 had drawn a typical mid-winter 'FPC' audience of 24 per cent and rated an audience enjoyment index of 79, this week drew only a 15 per cent audience and was only moderately well received with an index of 70 - the smallest audience and lowest level of enjoyment recorded for a 'Challenge' program this season. Guest challengers were Mark Gayn, a foreign correspondent with the 'Toronto Star' and Peter Worthington, executive editor of the new 'Toronto Sun'.





# A CBC RESEARCH REPORT

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 21-27, 1972

## THIS WEEK

Special coverage of the 'Apollo 16' flight, together with the continuation of the CBC labour-management dispute, considerably disrupted the regular network schedule this week.

Regular series pre-empted throughout the country included 'The New Majority', 'Audubon Wildlife Theatre', 'Midweek' and one edition of 'The Galloping Gourmet' and of 'Edge Of Night'. In addition, another twenty or so CBC network series had reduced coverage when some half-dozen or more affiliated stations this week, as in the last two weeks, cut away from the network to join CTV in providing coverage of the hockey playoffs.

The many extra programs scheduled or re-scheduled too late to be included in the week's survey were: a repeat of the CBC drama 'The Golden Handshake'; a documentary titled 'The Great Hair Do'; a special edition of 'Monty Python's Flying Circus'; a program on a tour by world figure skating champions; several programs on film, 'The White Towers - This Is Holland', 'Getting Back To Nothing', 'The Seven Seas - Caribbean' and 'David Lean - A Self Portrait'; and six of seven broadcasts covering the Apollo 16 flight.

On the one remaining Apollo special, and on a feature movie 'Carry On...Up The Khyber', audience data is available.

TABLE 1

## PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 21-27, 1972

| PROGRAM  | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|--|---------------------------|---------------------|-----------------------|
| ★ THE WONDERFUL WORLD OF DISNEY (Repeat)                     | Sun. 6:00- 7:00           | 27                  | 86                    |
| CANNON (Repeat)  | Mon. 8:30- 9:30           | 27                  | 80                    |
| THE PARTRIDGE FAMILY (Repeat)                                | Mon. 8:00- 8:30           | 25                  | 78                    |
| ★ FLIP WILSON (Repeat)                                       | Sun. 9:00-10:00           | 21                  | 76                    |
| ★ CAROL BURNETT (Repeat)                                     | Tue. 8:30- 9:30           | 20                  | 75                    |
| ROWAN AND MARTIN (Repeat)                                    | Fri. 8:00- 9:00           | 20                  | 69                    |
| 'CARRY ON...UP THE KHYBER' (movie)                           | Sat. 8:00-10:00           | 20                  | 67                    |
| O'HARA, UNITED STATES TREASURY (Repeat)                      | Thu. 8:00- 9:00           | 18                  | 78                    |
| ★ MARY TYLER MOORE (Repeat)                                  | Tue. 8:00- 8:30           | 17                  | 79                    |
| TOMMY HUNTER (Repeat)  | Fri. 9:00-10:00           | 17                  | 84                    |
| FRONT PAGE CHALLENGE (Repeat)                                | Mon. 9:30-10:00           | 17                  | 79                    |
| ★ JIMMY STEWART (Repeat)                                     | Sun. 7:30- 8:00           | 14                  | 79                    |
| ★ THE ROVERS (Repeat)  | Sun. 7:00- 7:30           | 13                  | 75                    |
| ★ CBC NATIONAL NEWS  | S-S 11:00-11:21           | 12                  | 81                    |
| APOLLO 16 - MOON WALK  | Sat. 5:30- 6:00           | 12                  | 87                    |
| VACATION CANADA  | Wed. 8:00- 9:00           | 12                  | 82                    |
| COUNTRYTIME (Repeat)   | Sat. 10:30-11:00          | 9                   | 82                    |
| ★△EDGE OF NIGHT  | M-F 3:30- 4:00            | 9                   | 85                    |
| FAMILY COURT   | M-F 4:00- 4:30            | 9                   | 81                    |
| THE NATURE OF THINGS (Diabetes) (Repeat)                     | Mon. 10:00-10:30          | 7                   | 85                    |
| ★ CBC WEEKEND  | Sun. 8:00- 9:00           | 7                   | 83                    |
| ★ TELESCOPE (TV Commercials) (Repeat)                        | Tue. 9:30-10:00           | 6                   | 78                    |
| THE PERFORMERS (Repeat)                                      | Sat. 10:00-10:30          | 5                   | 62                    |
| ★ TUESDAY NIGHT (The Late King Farouk of Egypt)              | Tue. 10:00-11:00          | 4                   | 84                    |
| ONE NORTHERN SUMMER (Repeat)                                 | Wed. 4:30- 5:00           | 4                   | \$                    |
| TAKE THIRTY (Repeats)  | F-W 3:00- 3:30            | 3                   | \$                    |
| ★ COUNTRY CANADA   | Sun. 1:30- 2:00           | 3                   | \$                    |
| MAN AT THE CENTER ('The Journals Of Susanna Moody') (Repeat) | Mon. 10:30-11:00          | 3                   | \$                    |
| ★ ENCOUNTER  | Sun. 4:00- 4:30           | 2                   | \$                    |
| NATION'S BUSINESS (Progressive Conservative Party)           | Sun. 11:15-11:21          | 2                   | \$                    |
| ★ PROVINCIAL AFFAIRS   | Sat. 11:15-11:22          | 2                   | \$                    |

★ Pre-empted and/or re-scheduled in some areas (in the case of multi-day programs on one or more occasion.

△ Pre-empted on Tuesday.

\$ Sample too small for reliable reporting of enjoyment level.

## SOURCE OF INFORMATION

The information in this report was obtained through the CBC English TV network audience panel. This is a weekly reporting panel of just over 2000 respondents, selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning, the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted every week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs that they have seen. As required, additional questioning elicits more detailed information on viewers' reactions to different parts of a program to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large.

## THE DATA

TABLES 1 and 2 provide estimates of the size of the audience this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV in fact chose to watch at least some part of these programs.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC  
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: APRIL 21-27, 1972

| PROGRAM   | DAY/TIME<br>(Eastern, pm) | PER CENT<br>VIEWING | INDEX OF<br>ENJOYMENT |
|---|---------------------------|---------------------|-----------------------|
| <u>METRONET AND AVAILABLE</u>   |                           |                     |                       |
| IRISH ROVERS  | Mon. 7:30- 8:00           | 18                  | 88                    |
| ★ HYMN SING   | Sun. 5:30- 6:00           | 11                  | 81                    |
| LET'S CALL THE WHOLE THING ORFF                                       | Sat. 7:00- 7:30           | 4                   | \$                    |
| UPDATE  | Sat. 6:00- 6:30           | 4                   | 76                    |
| PROGRAM X ('Christie, Cook and Kneebone')<br>(Repeat)                 | Thu. 9:30-10:00           | 4                   | \$                    |
| KALHANIE  | Sat. 4:30- 5:00           | 3                   | \$                    |
| IN THE MOOD (Repeat)  | Thu. 7:30- 8:00           | 3                   | \$                    |
| VIEWPOINT   | M-F 11:22-11:29           | 2                   | \$                    |
| ★ GALLOPING GOURMET   | M-Th 1:30- 2:00           | 1                   | \$                    |
| ★ PAUL BERNARD, PSYCHIATRIST  | M-F 2:00- 2:30            | 1                   | \$                    |
| ANALOG  | Sun. 1:00- 1:30           | 1                   | \$                    |
| ★ INTERVIEW   | Sun. 2:00- 2:30           | 1                   | \$                    |
| WORLD OF MAN  | Sat. 4:00- 4:30           | 1                   | \$                    |
| <u>CBC METRONET</u>   |                           |                     |                       |
| ALL IN THE FAMILY   | Thu. 9:00- 9:30           | 16                  | 87                    |
| ★ THE WONDERFUL WORLD OF DISNEY                                       | Sun. 6:00- 7:00           | 16                  | 85                    |
| GET SMART   | M-F 5:30- 6:00            | 9                   | 79                    |
| SINGALONG JUBILEE   | Wed. 7:30- 8:00           | 6                   | 77                    |
| DICK VAN DYKE (Repeat)  | Fri. 7:30- 8:00           | 6                   | 72                    |
| WORLD TV SHOWCASE (Main Chance-'Settlement<br>Day')                   | Fri. 10:00-11:00          | 3                   | \$                    |
| <u>CTV PROGRAMS</u>   |                           |                     |                       |
| † NHL HOCKEY PLAYOFFS   | Sun. 7:00- 9:39           | 38                  | 87                    |
| NHL HOCKEY PLAYOFFS   | Tue. 9:00-11:42           | 35                  | 80                    |
| + FRIDAY NIGHT MOVIE ('The St. Valentine's<br>Day Massacre') (Repeat) | Fri. 8:00-10:00           | 14                  | 69                    |
| + F.B.I. (Repeat)   | Fri. 10:00-11:00          | 13                  | 80                    |
| DEAN MARTIN (Repeat)  | Thu. 8:30- 9:30           | 13                  | 75                    |
| IRONSIDE (Repeat)   | Mon. 10:00-11:00          | 11                  | 82                    |
| MEDICAL CENTER (Repeat)   | Mon. 7:30- 8:30           | 11                  | 84                    |
| + WEDNESDAY NIGHT MOVIE (Various)                                     | Wed. 8:00-10:30           | 11                  | 76                    |
| ★ MARCUS WELBY, M.D. (Repeat)   | Tue. 8:00- 9:00           | 11                  | 84                    |
| ★ THE HUMAN JOURNEY: MARRIAGE (Repeat)                                | Sun. 9:44-10:43           | 11                  | 75                    |
| ROLLIN' ON THE RIVER (Repeat)   | Sat. 7:00- 8:00           | 9                   | 73                    |
| ★ MANNIX (Repeat)   | Sun. 10:43-11:43          | 9                   | 78                    |
| PIG 'N' WHISTLE   | Mon. 9:30-10:00           | 9                   | 76                    |
| + BOLD ONES (Repeat)  | Thu. 10:00-11:00          | 9                   | 79                    |
| + LONGSTREET (Repeat)   | Thu. 7:30- 8:30           | 9                   | 78                    |
| + ACADEMY PERFORMANCE ('Doctor At Large')                             | Sat. 8:00-10:00           | 8                   | 71                    |
| ★ CTV NATIONAL NEWS   | S-S 11:00-11:18           | 8                   | 81                    |
| + DORIS DAY (Repeat)  | Mon. 7:00- 7:30           | 8                   | 75                    |
| DON RICKLES   | Fri. 7:30- 8:00           | 7                   | 72                    |
| NICHOLS (Repeat)  | Mon. 8:30- 9:30           | 7                   | 76                    |
| + WIDE WORLD OF SPORTS  | Sat. 4:30- 6:00           | 7                   | 87                    |
| HERE COME THE SEVENTIES   | Thu. 9:30-10:00           | 6                   | 73                    |
| ANYTHING YOU CAN DO   | M-F 3:30- 4:00            | 6                   | 80                    |
| △ ANOTHER WORLD   | M-F 3:00- 3:30            | 6                   | 83                    |
| WHAT'S THE GOOD WORD?   | M-F 2:20- 3:00            | 5                   | 87                    |
| STORY THEATRE (Repeat)  | Fri. 7:00- 7:30           | 3                   | \$                    |
| + SPORTS BEAT '72   | Wed. 10:30-11:00          | 2                   | \$                    |

★ Pre-empted and/or re-scheduled in some areas (in the case of multi-day programs on one or more occasions).

† Also broadcast on some CBC affiliate stations.

+ Not carried (on this day and at this time) on all CTV stations.

△ Pre-empted on Thursday and Friday.

\$ Sample too small for reliable reporting of enjoyment level.



PROGRAM NOTES

- THE NATURE OF THINGS, which made its last network appearance at the end of January, this week returned to the network (in its usual Monday 10:00-10:30 pm slot) with a repeat of its October 4 program on 'Diabetes'. Produced to mark the 50th anniversary of the discovery of insulin, the documentary looked at some of the research that led to the discovery, at current Canadian research into diabetes and at the case history of a young diabetic. Just as favourably received on this occasion as it was when originally presented, the program rated a high audience enjoyment index of 85. The audience was 7 per cent - the same size as last week's 10:00-11:00 pm audience to 'Man At The Center', but 5 percentage points smaller than the average audience attracted to 'Nature Of Things' broadcasts earlier this season and much smaller than the substantial 20 per cent average audience which the series attained with its last five programs in January.
- Following this, at 10:30-11:00 pm, an audience about half the size of the 'Nature Of Things' audience (3 per cent) was attracted to this week's MAN AT THE CENTER. With viewing at this low level, too few panel members were involved to provide any indication of viewer enjoyment of the broadcast - a poetry-cum-art essay based on the 'Journals Of Susanna Moody' by Margaret Atwood, previously shown on January 20, 1971, as part of a 'Man At The Center' program ('Roots') about the effect of the environment on our cultural heritage.
- This Sunday's CBC WEEKEND was broadcast live at 8:00-9:00 pm eastern time and was pre-empted on 19 affiliate stations. The audience on the remaining network stations was 7 per cent - 2 percentage points smaller than the usual Sunday 10:00-11:00 pm audience to the series. Sunday's program, however, rated an audience enjoyment index of 83 - by far the highest for a 'Weekend' program this season and much above the series' average index of enjoyment of 70. The content: live coverage of the Apollo 16 lunar lift-off and film of the day's lunar walk; a report on a Winnipeg slum renewal project; a report on a child stigmatic; and a look at the situation at a Toronto Dunlop plant where labour unionization is prohibited by the former union activists who purchased and now operate the plant.
- TELESCOPE (Tuesday 9:30-10:00 pm) this week repeated its opening program of the season - a behind-the-scenes look at

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING  
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 21-27, 1972

| DATE        | TIME        | CBC PROGRAM                    |                   | PER CENT VIEWING<br>IN CBC/CTV<br>COMMON AREAS | CTV PROGRAM             |  |
|-------------|-------------|--------------------------------|-------------------|--|-------------------------|--|
| FRI<br>21ST | 7:00- 7:30  | Local Programming              |                   | 4  | STORY THEATRE           |  |
|             | 7:30- 8:00  | Not Complete Network           |                   | 8  | DON RICKLES             |  |
|             | 8:00- 8:30  | ROWAN AND MARTIN               | 17                | 16   | +                       | FRIDAY NIGHT MOVIE<br>( 'The St. Valentine's Day<br>Massacre' ) (Repeat) |
|             | 8:30- 9:00  |                                |                   |  |                         |  |
|             | 9:00- 9:30  | TOMMY HUNTER                   | 13                |  |                         |  |
|             | 9:30-10:00  |                                |                   |  |                         |  |
|             | 10:00-10:30 | Not Complete Network           |                   | 15   | +                       | F.B.I.   |
| 10:30-11:00 |             |                                |                   |  |                         |  |
| SAT<br>22ND | 7:00- 7:30  | Not Complete Network           |                   | 10   | ROLLIN' ON THE RIVER    |  |
|             | 7:30- 8:00  | Local Programming              |                   |  |                         |  |
|             | 8:00- 9:00  | 'CARRY ON...UP THE KHYDER'     | 18                | 9  | +                       | ACADEMY PERFORMANCE<br>( 'Doctor At Large' )                             |
|             | 9:00-10:00  |                                |                   |  |                         |  |
|             | 10:00-10:30 | THE PERFORMERS                 | 4                 | Local Programming                              |                         |  |
|             | 10:30-11:00 | COUNTRYTIME                    | 7                 |  |                         |  |
| MON<br>24TH | 7:00- 7:30  | Local Programming              |                   | 9  | +                       | DORIS DAY (Repeat)   |
|             | 7:30- 8:00  | Not Complete Network           |                   | 13   | MEDICAL CENTER (Repeat) |  |
|             | 8:00- 8:30  | THE PARTRIDGE FAMILY (Repeat)  | 22                |  |                         |  |
|             | 8:30- 9:00  | CANNON (Repeat)                | 23                | 8  | NICHOLS (Repeat)        |  |
|             | 9:00- 9:30  | FRONT PAGE CHALLENGE (Repeat)  | 14                | 9  | PIG 'N' WHISTLE         |  |
|             | 10:00-10:30 | THE NATURE OF THINGS (Repeat)  | 6                 | 13   | IRONSIDE (Repeat)       |  |
|             | 10:30-11:00 | MAN AT THE CENTER (Repeat)     | 2                 |  |                         |  |
|             | THU<br>27TH | 7:00- 7:30                     | Local Programming |  | Not Complete Network    |  |
| 7:30- 8:00  |             | Not Complete Network           |                   |  |                         |  |
| 8:00- 8:30  |             | O'HARA, UNITED STATES TREASURY | 14                | 10   | +                       | LONGSTREET (Repeat)  |
| 8:30- 9:00  |             |                                |                   |  |                         |  |
| 9:00- 9:30  |             | Not Complete Network           |                   | 14   | DEAN MARTIN (Repeat)    |  |
| 9:30-10:00  |             |                                |                   |  |                         |  |
| 10:00-10:30 |             |                                |                   | 7  | HERE COME THE SEVENTIES |  |
| 10:30-11:00 |             |                                |                   | 10   | +                       | THE BOLD ONES (Repeat)   |
| S-S         | 11:00-11:20 | CBC NEWS                       | 11                | 9  | CTV NEWS                |  |

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programing on Sunday, Tuesday, and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Sunday, Tuesday and Wednesday data in this table.



the world of television advertising. Pre-empted on 16 affiliate stations and running against a CTV 'Hockey Playoff' game in most areas of the country, the broadcast drew a national audience of just 6 per cent (average for 'Telescope' this season, 10 per cent). However, the majority of those who did watch 'But First This Message' on this occasion very much enjoyed it, the resultant index of enjoyment for the audience as a whole being 78 - 6 index points higher than that of the September 14 showing which, however, drew a much bigger audience of 14 per cent.

- Following this, at 10:00-11:00 pm, TUESDAY NIGHT (also pre-empted on a substantial number of affiliates and running against the Boston-St. Louis 'Hockey' game in a large part of the country) was watched by an unusually small 4 per cent audience (season's average 'Tuesday Night' audience, 7 per cent). This week's program was 'Farouk, Last Of The Pharaohs', a British production on the life and reign of the late King Farouk of Egypt. The program was generally felt by viewers to have been a worthwhile, clearly presented and informative broadcast and, with an index of audience enjoyment of 84, was the eighth 'Tuesday Night' this season to top the 80 mark.
- This week's audience to another FRONT PAGE CHALLENGE repeat (Monday 9:30-10:00 pm) was 17 per cent - up 2 percentage points from the week before, but again much smaller than the audiences of 21-25 per cent that the series was attracting up to mid-March when it began its run of repeat programs. The index of audience enjoyment for Monday's re-showing of the February 14 broadcast, with Senator Keith Davey and singer Maureen Forrester as guests challengers, was 79 - somewhat lower than its original index of 83, but the highest index of enjoyment for a 'Challenge' program over these past six weeks of repeats.
- This week's PROGRAM X (Thursday 9:30-10:00 pm on the metronet and some affiliate stations) was also a repeat - of last season's 'Christie, Cook, and Kneebone', a program featuring Dinah Christie, Roderick Cook, and Tom Kneebone in a series of excerpts from the works of Noel Coward. The audience, at 4 per cent, was too small to provide a reliable indication of the extent to which those who watched the program enjoyed it. (Nor is any audience information available on the original presentation of 'Christie, Cook and Kneebone'.)
- Because of changes in the APOLLO 16 flight schedule, audience information is available for only one of this week's seven

special 'Apollo' broadcasts. The network's live coverage of the lunar walk on Saturday, broadcast from 5:30-6:00 pm eastern time, drew a national audience of 12 per cent representing some 1.5 million adult and teenage viewers. Like most previous Apollo broadcasts, this one proved of great interest to those who watched it, the index of audience enjoyment being a high 87.

- At 8:00-10:00 pm on Saturday, the network carried a feature-length movie CARRY ON...UP THE KHYBER. Starring in this English comedy, which takes an irreverent look at regimental life in 1895 India, were Sidney James, Kenneth Williams, Charles Hawtrey and Joan Sims. Viewing, at the national level, was 20 per cent and, within the common CBC-CTV reception area where it ran directly against the CTV 'Academy Performance' movie 'Doctor At Large', the CBC network film outdrew the latter in an audience ratio of about 2:1. The index of audience enjoyment for 'Carry On...Up The Khyber' was 67.

THIS IS THE FINAL WEEKLY REPORT FROM  
THE 1971-72 PANEL SURVEY WHICH CEASED  
OPERATION FOR THE SEASON ON APRIL 27.  
THE SURVEY WILL RESUME IN THE FALL TO  
COVER INITIAL REACTIONS TO THE NEW  
1972-73 SCHEDULE OF NETWORK PROGRAMS.

CBC Research  
Ottawa







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